



KEYS TO SUCCESS

HED
PRESENTATION



STUDENT FEEDBACK

AS KEYS TO SUCCESS IS ESTABLISHED AND WELL KNOWN, I TRUST THEIR SCHOLARSHIPS. NOT JUST THAT, THE SCHOLARSHIPS THIS APP PROVIDED ME RANGE FROM \$500 - \$10,000!

I'VE KNOWN KEYS TO SUCCESS OVER A YEAR, BUT I NEVER KNEW THIS ONE APP WOULD PAY FOR MY TUITION.

KEYS TO SUCCESS HAS CHANGED MY LIFE!

- AMRITHA G., HILLCREST HIGH SCHOOL

HED ALIGNMENT

KEYS TO SUCCESS IS A PLATFORM WITH A **LIFE-LONG PURPOSE.**

- 1) STARTING IN **MIDDLE SCHOOL**, STUDENTS ARE EXPOSED TO OPPORTUNITIES FROM HIGHER ED INSTITUTIONS.
- 2) THROUGH **HIGH SCHOOL** STUDENTS HAVE ACCESS TO OVER \$134 MILLION IN SCHOLARSHIPS.
- 3) FINALLY, **UPON GRADUATION** STUDENTS HAVE *CONTINUED ACCESS TO THE PROGRAM* AND OFFERINGS FROM HIGHER ED INSTITUTIONS.

THIS **LIFE-LONG NATURE OF THE PROGRAM** ALIGNS WITH THE 10% STATE-WIDE ATTAINMENT INCREASE GOAL FOR HIGHER ED ENROLLMENT.

SUCCESS IN EDUCATION BOARD

KATHARINE GARFF, CHAIR
JESSELIE ANDERSON
RICHARD L. FOLKERSON
JAMES S. JARDINE
RONALD W. JIBSON
PAT JONES
NOLAN E. KARRAS
TRENT KAUFMAN
RICHARD E. KENDELL
JEFF STEPHENS
DAVE PETERSEN
DAVE WOOLSTENHULME

KEN GARFF AUTOMOTIVE GROUP
CIVIC VOLUNTEER
SUCCESS IN EDUCATION
RAY, QUINNEY & NEBEKER
RETIRED, QUESTAR CORPORATION
WOMEN'S LEADERSHIP INSTITUTE
SK HART MANAGEMENT
CICERO GROUP
FORMER UT COMMISSIONER OF HIGHER ED.
WEBER SCHOOL DISTRICT
O.C. TANNER
UTAH SYSTEM OF HIGHER EDUCATION



KEYS
TO
SUCCESS

UPDATE

TIMELINE

Launch of mobile app	End of first school year	TRU RFP Application	Awarded 3 Year Funding	Statewide Availability	Adult + Guest Portals
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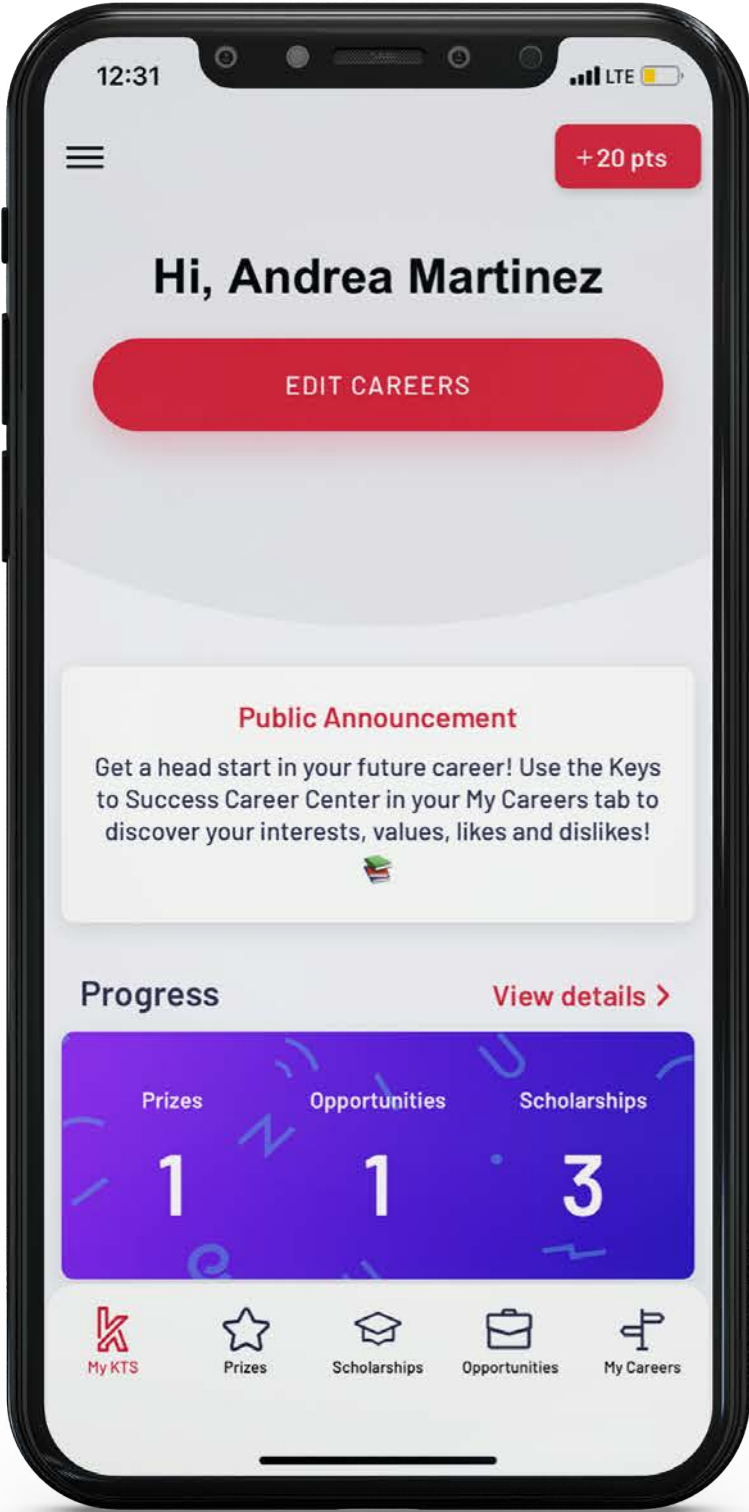
AUG '18	MAY '19	OCT '19	FEB '20	AUG '20	DEC '20
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SCHOLARSHIPS	ADULT ROLLOVER	IN 75 SCHOOLS	BEGAN DEV	RESOURCES	JOB BOARD
INTERNSHIPS			& STAKEHOLDERS	STATEWIDE	TRACKS
OPPORTUNITIES				TRAINING	SKILLS TRAINING
				PLANNING GUIDE	
				CTE PATHWAYS	
				IN 194 SCHOOLS	

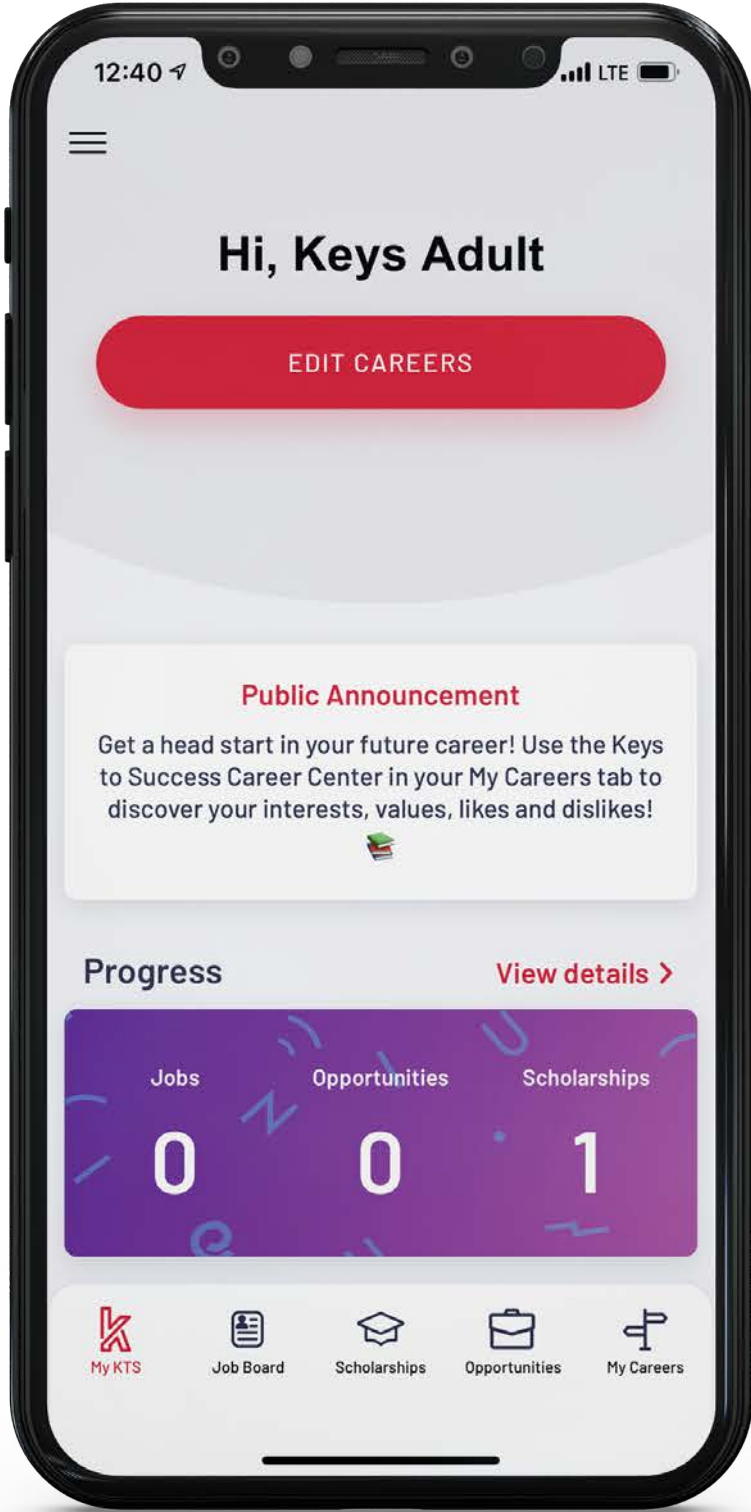
FUTURE TIMELINE

KSL Internship Emails	CareerCenter Linking	Community Email Campaign	Middle School Access	State-wide Trainings	Middle School Planning Guide
FEB '21	MAR '21	MAY '21	JUL '21	AUG '21	AUG '21
INVITE TO USE KTS	ASSESSMENT LINKS	RE-ENGAGE	CTE PATHWAYS	COUNSELORS	LESSON PLANS
	GUEST ACCESS	RECRUIT	ASSESSMENTS	CTE COORDINATORS	ACTIVITIES
	HIGH SCHOOL ACCESS	RETAIN	SCHOLARSHIPS	KEY CONTACTS	UPDATE
	ADULT ACCESS		OPPORTUNITIES	ADMINS	
	SAVE RESULTS		RESOURCES		

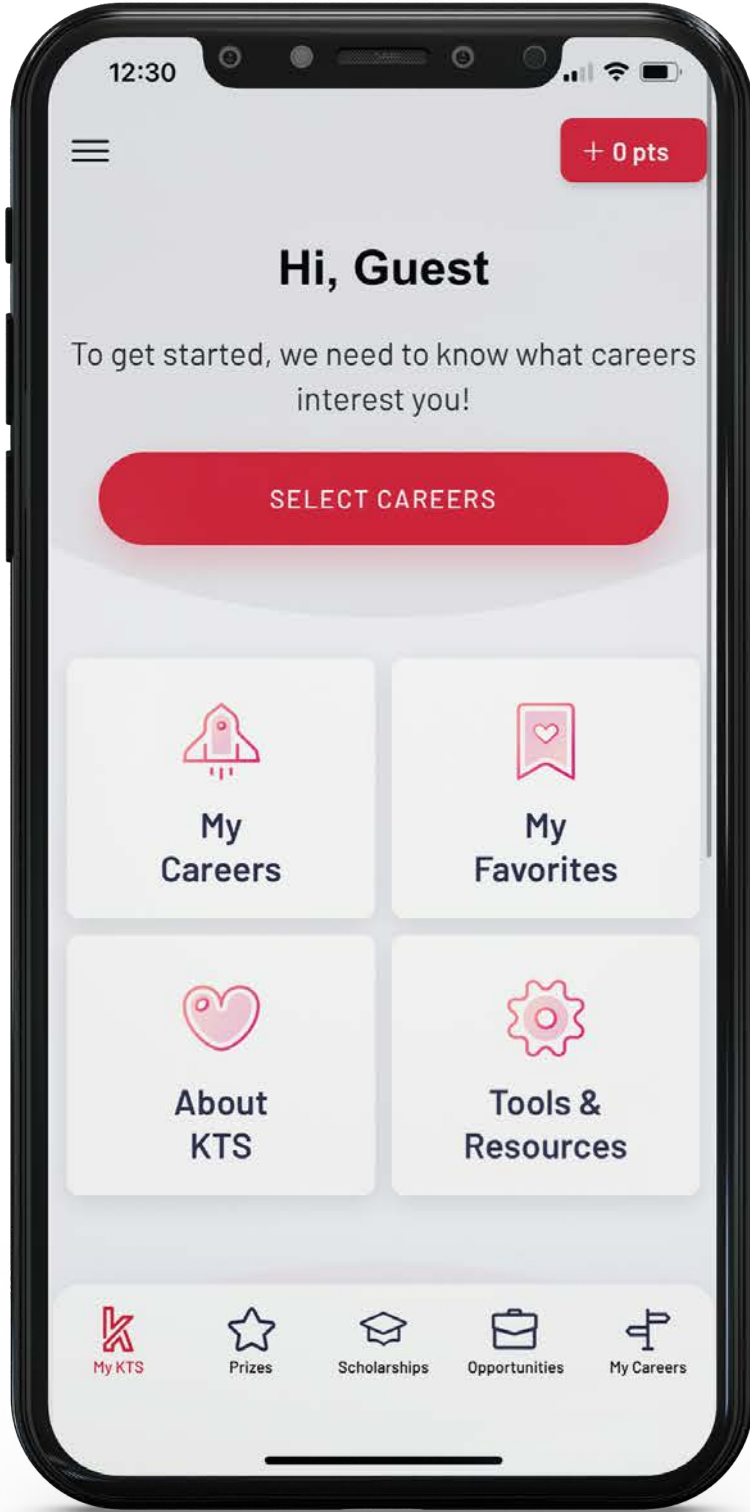
HIGH SCHOOL



ADULT



GUEST



KTS BY NUMBERS

57,000+

TOTAL NUMBER OF APP USERS

23,100+ opportunity engagements

45,000+ scholarship engagements

\$134M

SCHOLARSHIP/TUITION
WAIVERS AVAILABLE

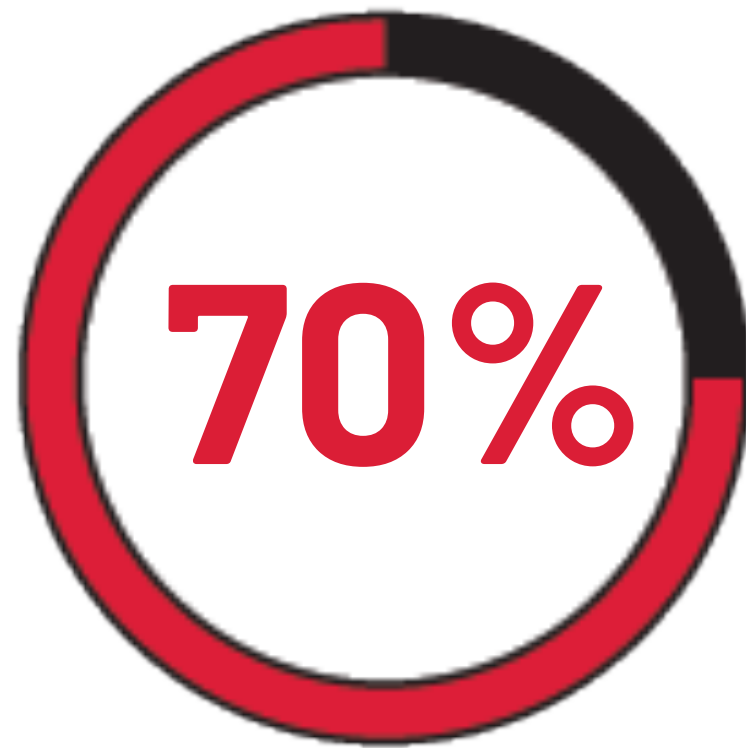
TOP 5 CAREER INTERESTS

1. Health Science
2. Arts & Communication
3. STEM
4. Human Services
5. Agriculture

1,000+

COUNSELORS/
CTE COORDINATORS
TRAINED

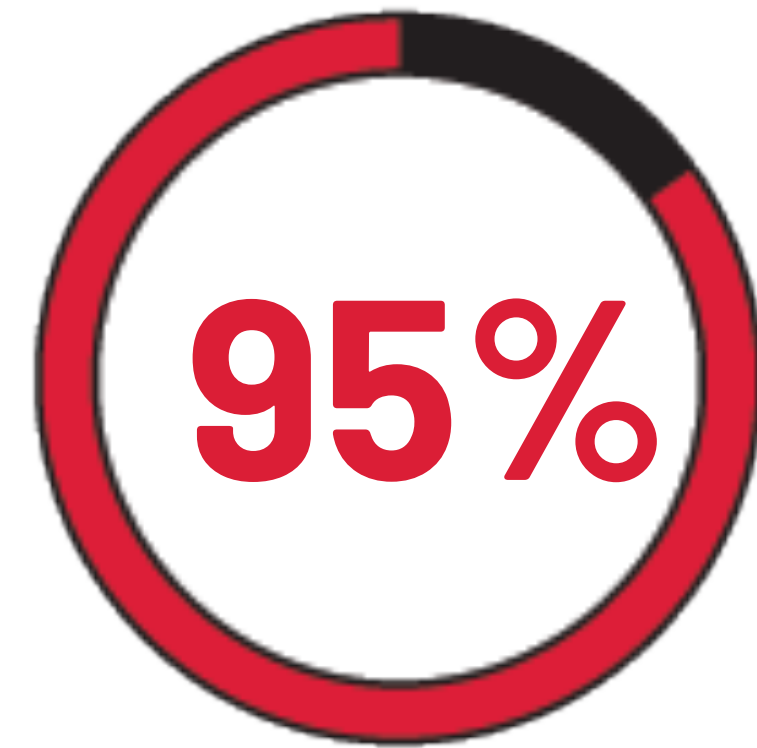
KTS BY NUMBERS



USE THE APP
WEEKLY



FIND THE APP EASY
TO NAVIGATE



OF UTAH PUBLIC HIGH
SCHOOLS
USE THE APP

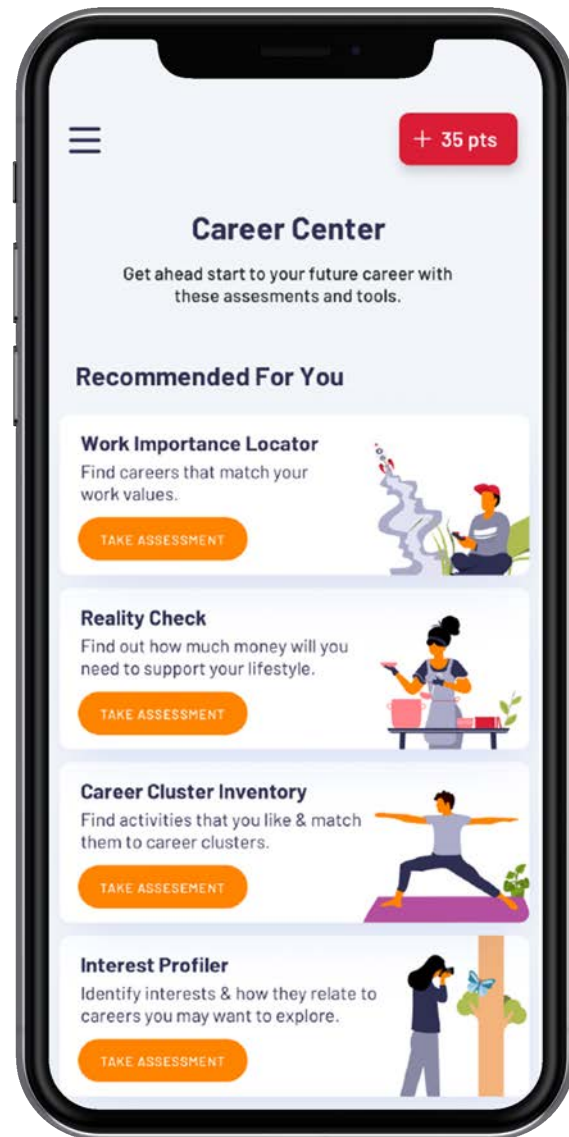
FUNDING ALLOCATION

In the 2020 legislative session, \$2.1M in appropriations was awarded to Keys to Success over a three-year period.

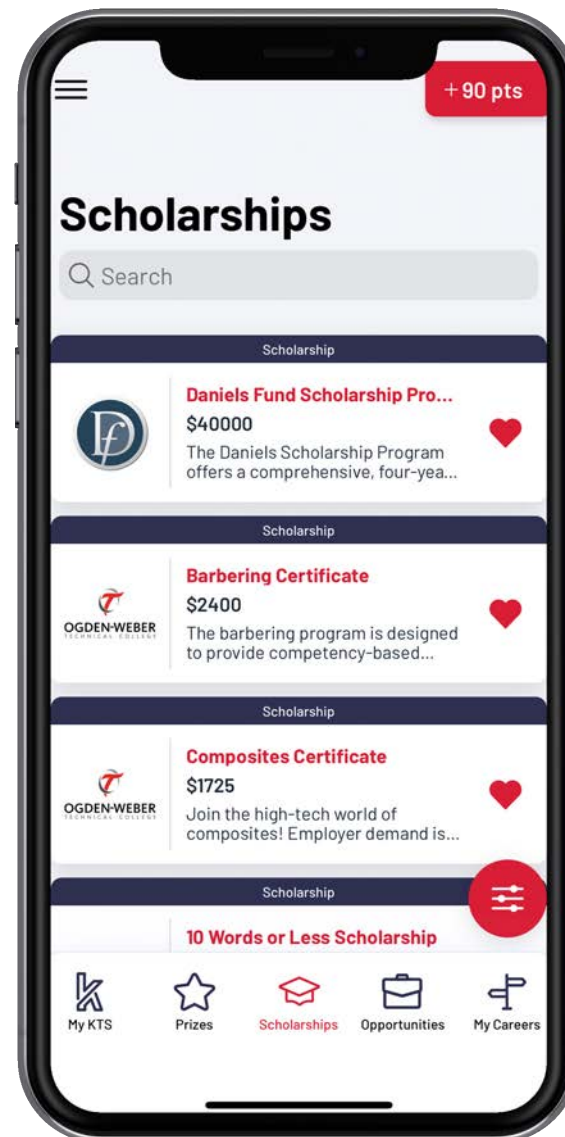
This pass-through funding is between the State of Utah, Governor’s Office of Economic Development, and Keys to Success.

	AMOUNT
YEAR 1	\$900,000
YEAR 2	\$600,000
YEAR 3	\$600,000
TOTAL FUNDING	\$2,100,000

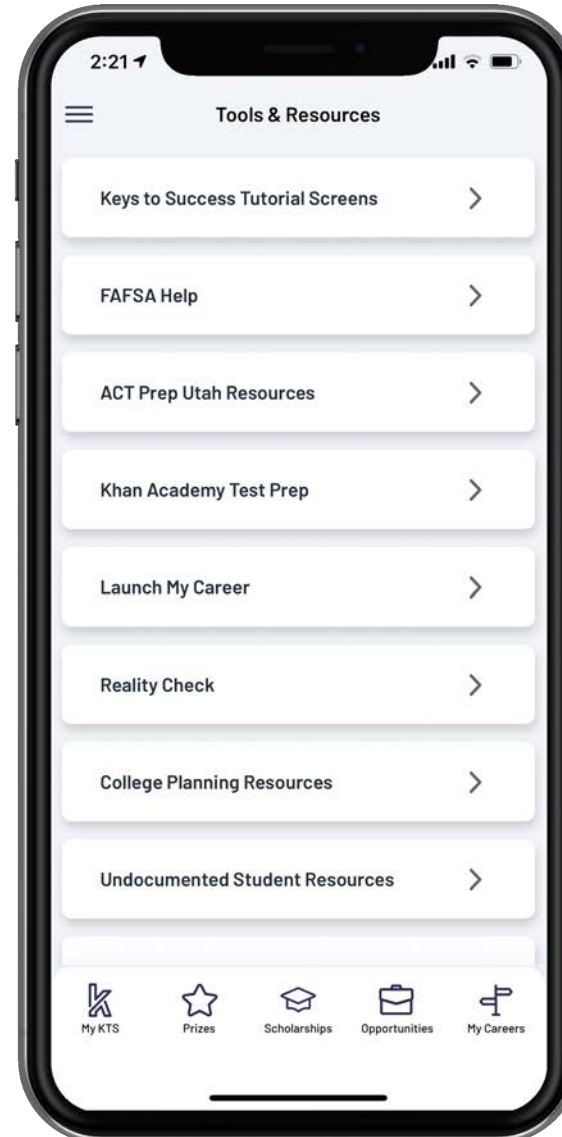
RFP GOALS – YEAR 1



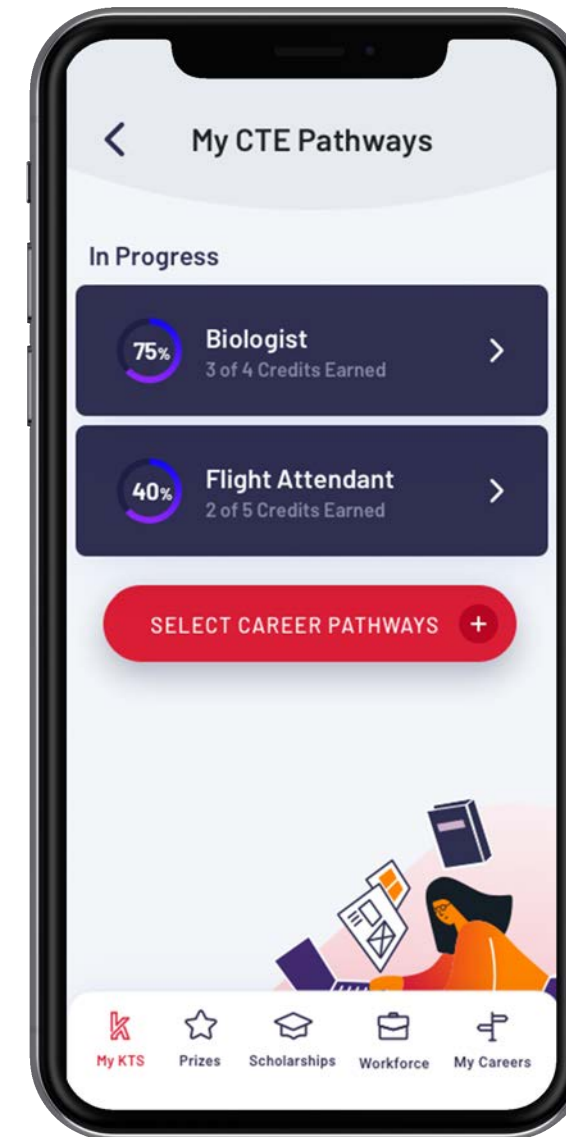
ASSESSMENTS



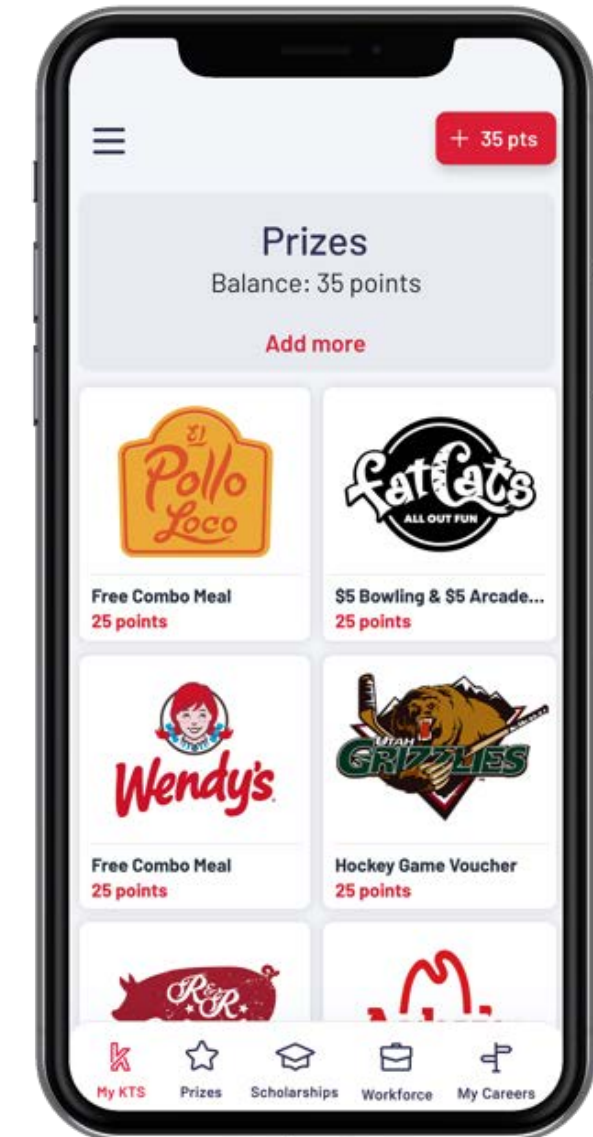
SCHOLARSHIP
DATABASE



ROI TOOL,
TEST PREP,
STUDENT
RESOURCES

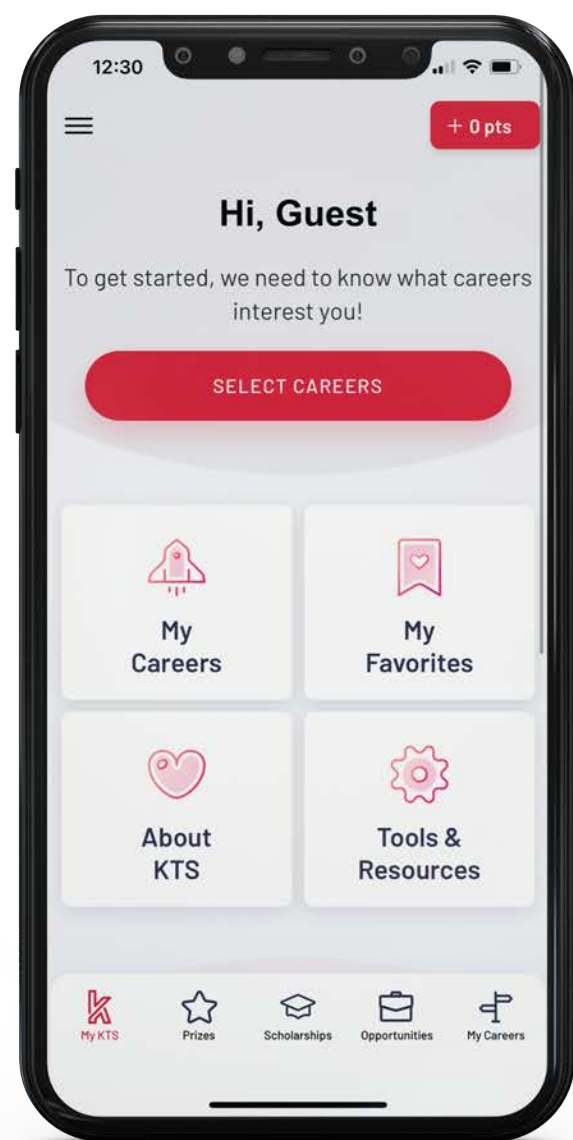


EDUCATION
PATHWAYS
DASHBOARD

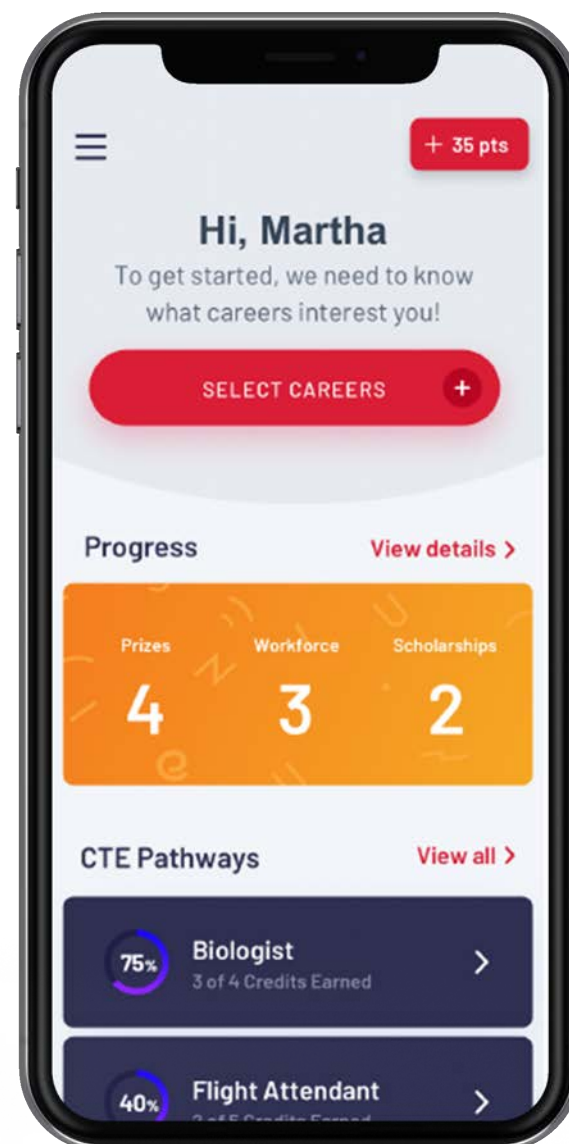


STUDENT
INCENTIVES

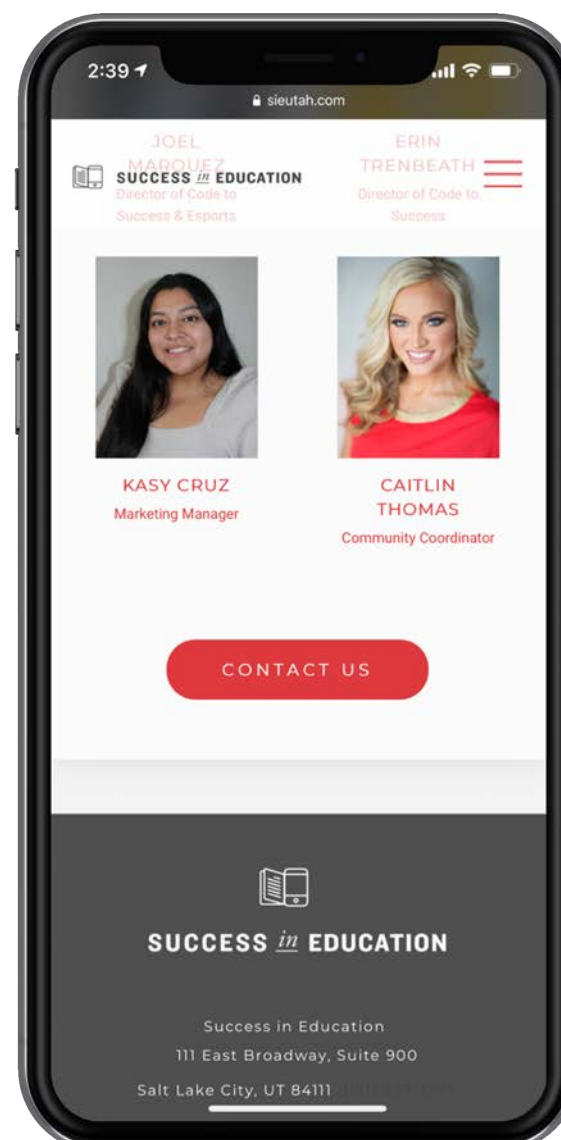
RFP GOALS – YEAR 2



EXPAND GUEST ACCESS



MIDDLE SCHOOL ACCESS

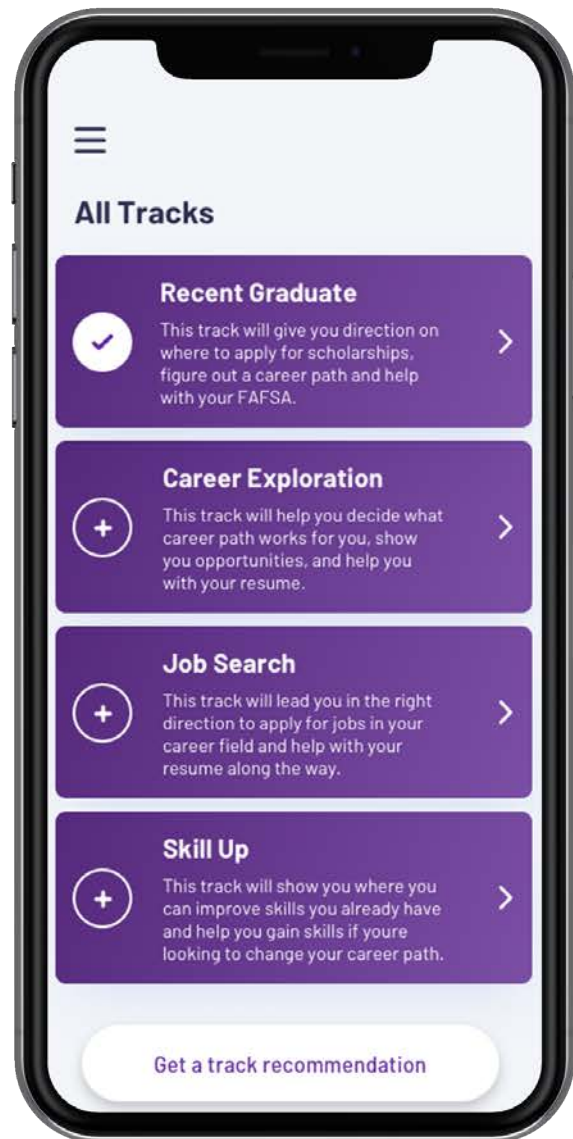


COMMUNITY COORDINATOR

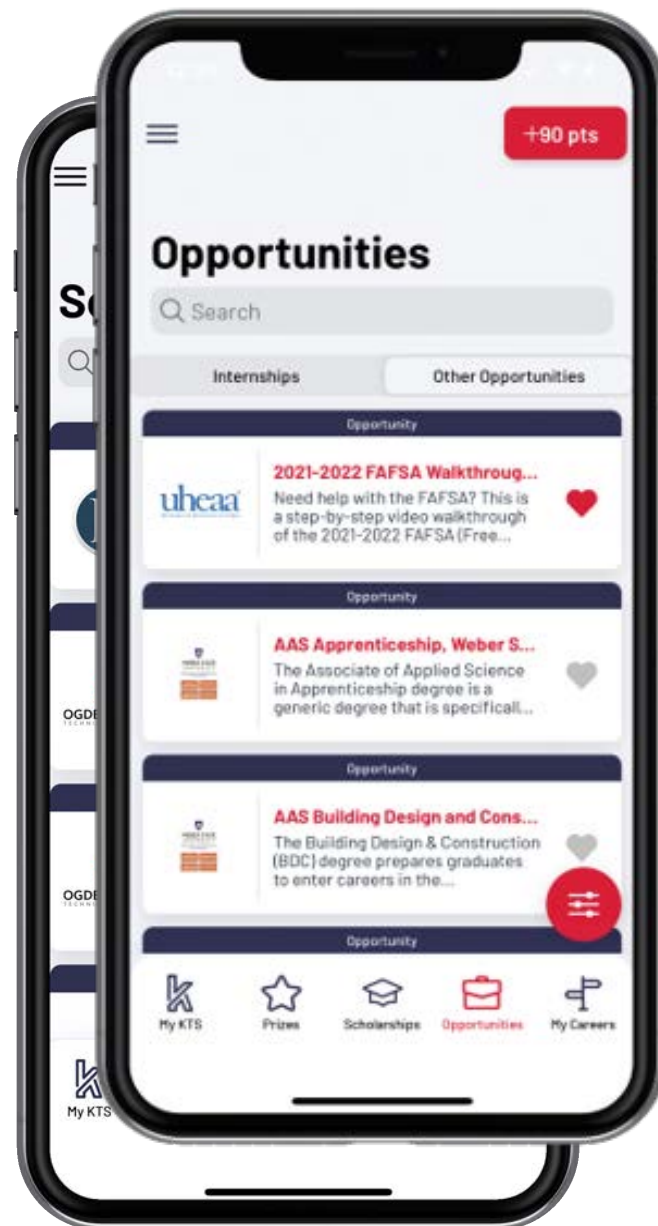
ADDITIONAL GOALS

- MASTER KEY AUTO ADD POINTS
- AUTOMATE ADULT ROLLOVER
- ENABLE DIGITAL PRIZES
- COMMUNITY USER DRIP CAMPAIGN
- BUILD OUT FILTERS
- EXPIRING SOON NOTIFICATION
- ADMIN ACCOUNT UPDATES

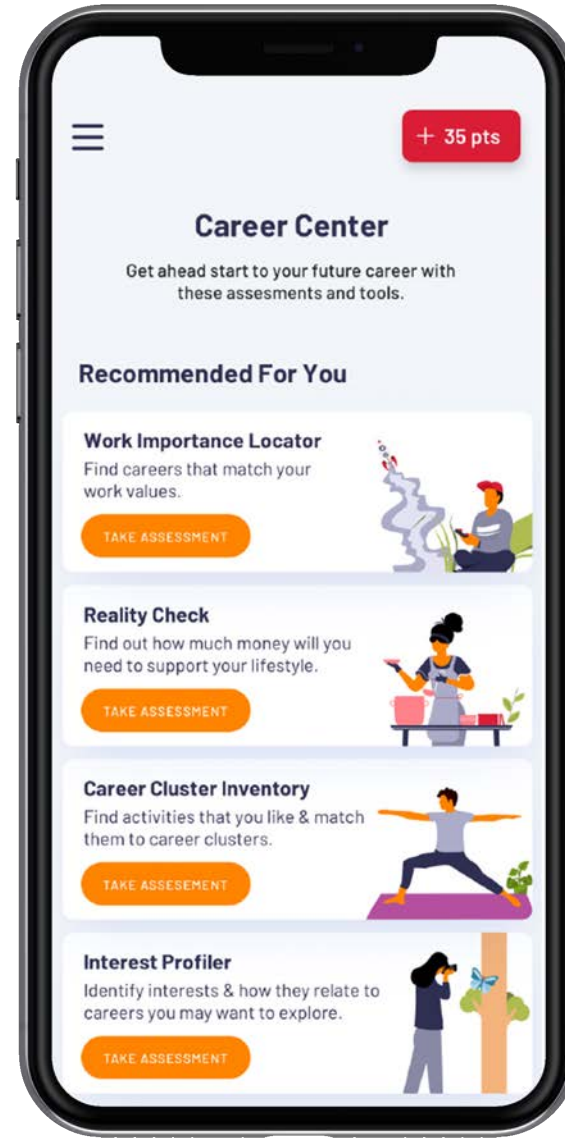
CARES FUNDING – ADULT PORTAL



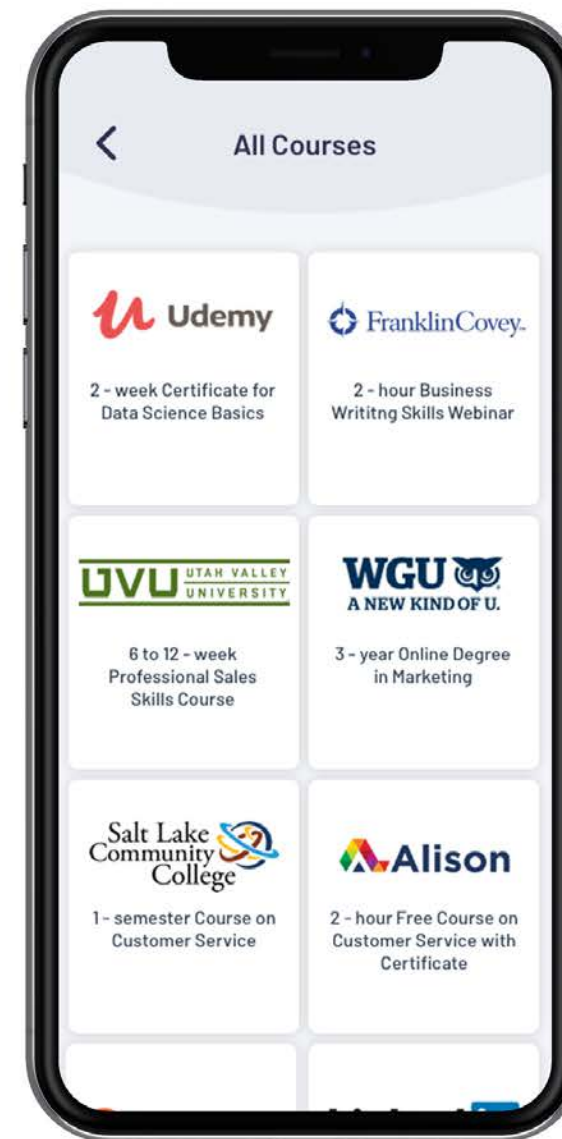
TRACK
SELECTION



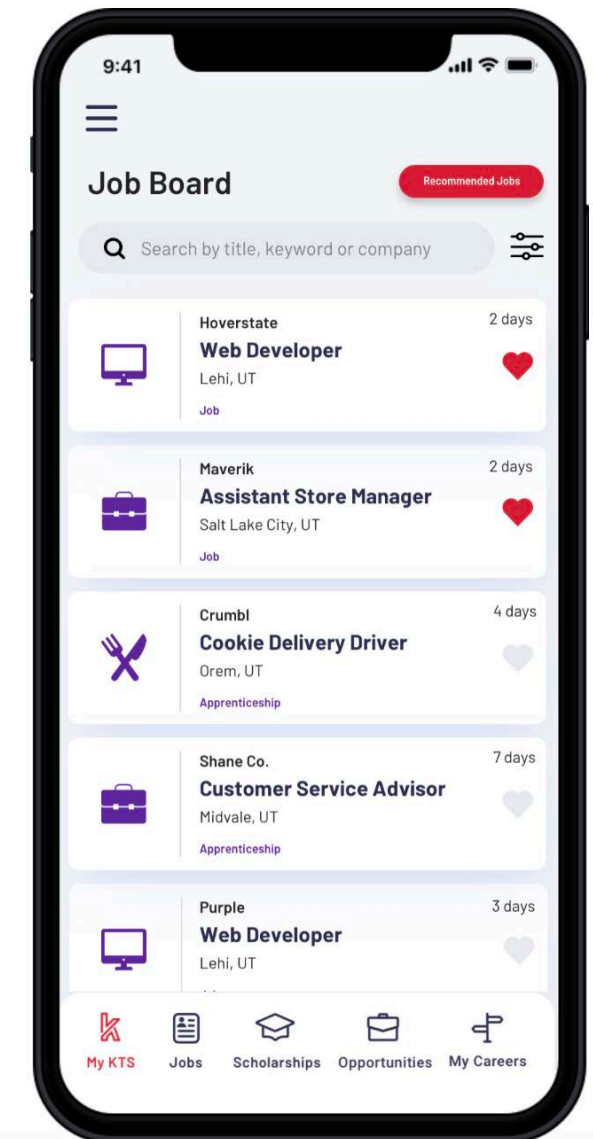
SCHOLARSHIP
&
OPPORTUNITY
DATABASE



CAREER CENTER



SKILLS
TRAINING



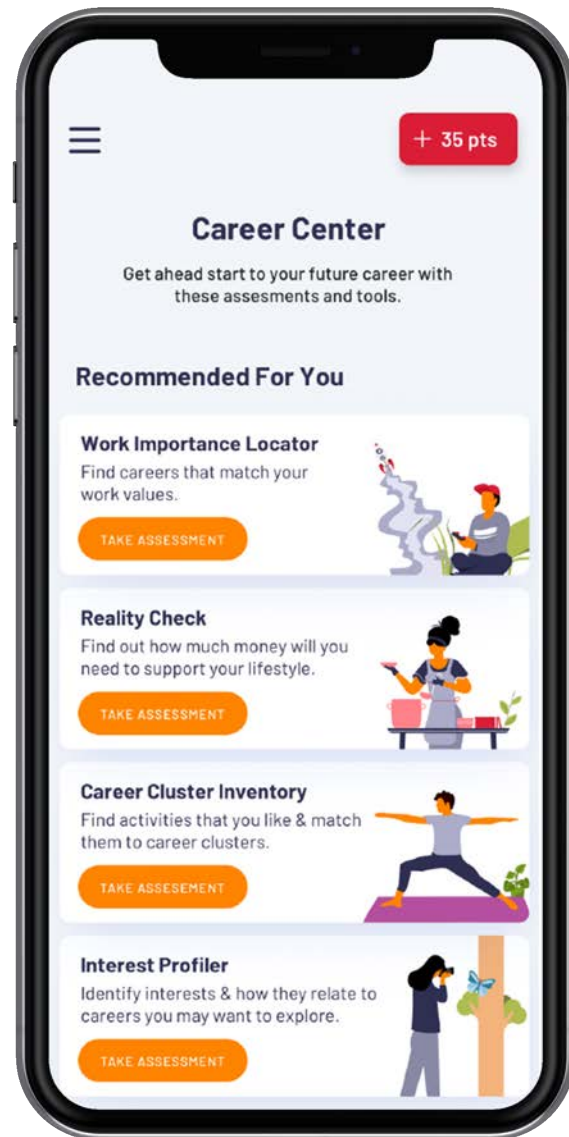
DWS JOB
BOARD



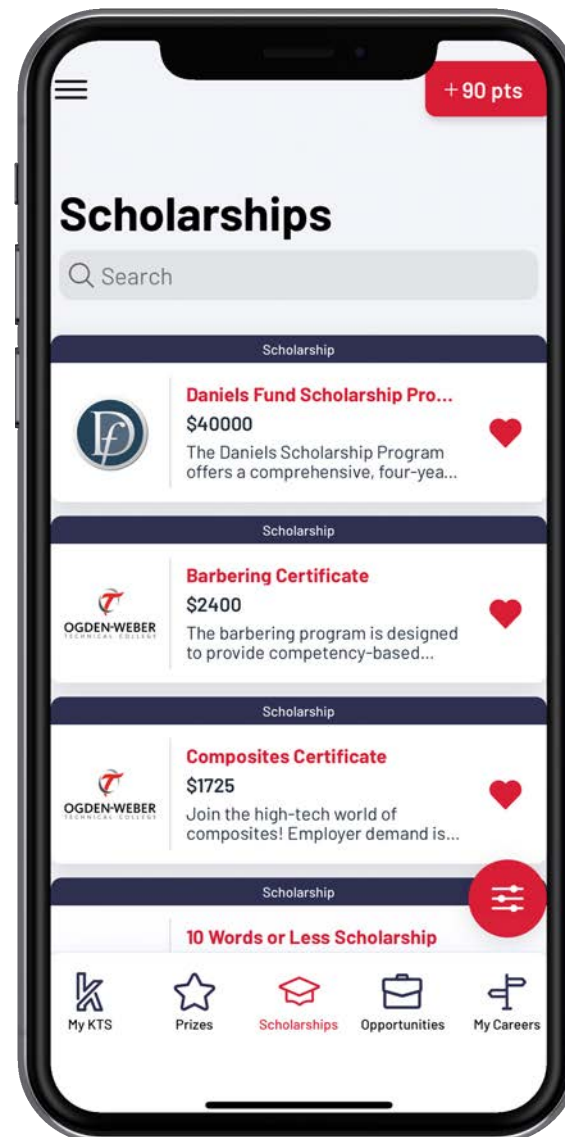
KEYS
TO
SUCCESS

HIGH SCHOOL USERS

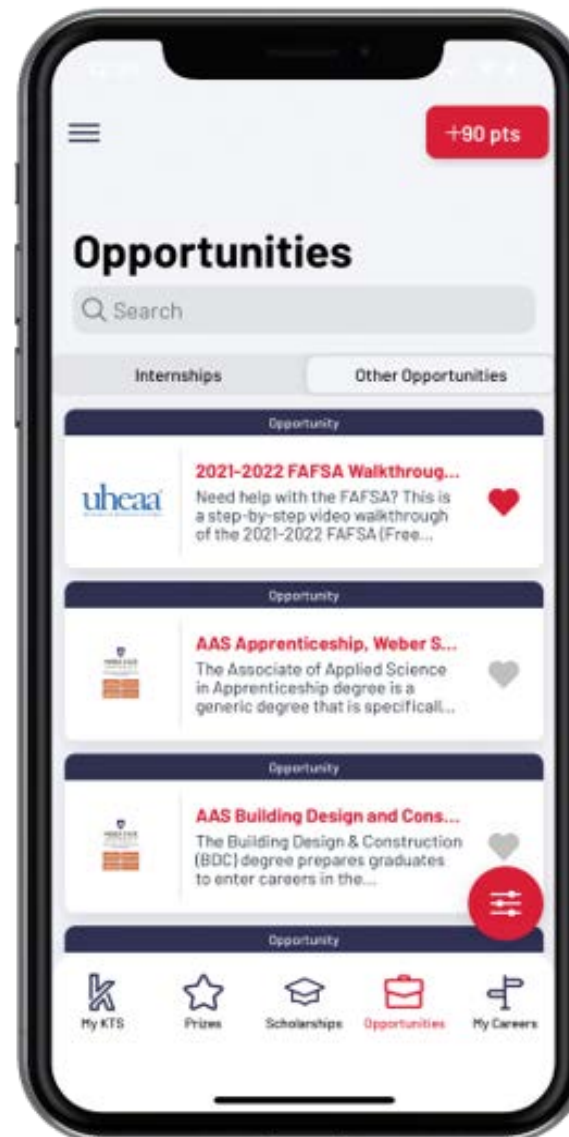
KEY FEATURES



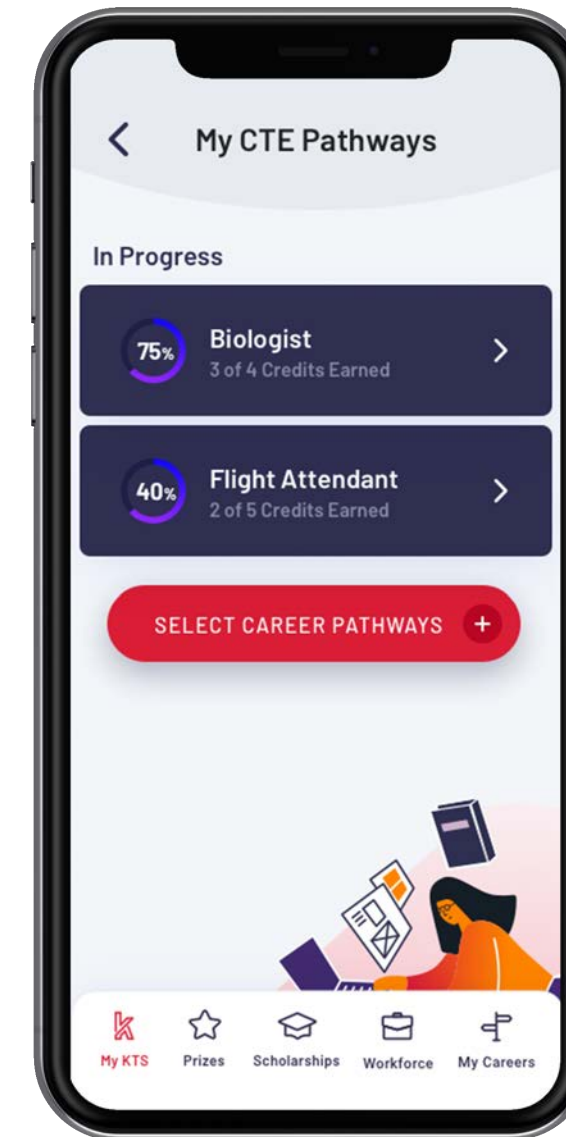
CAREER CENTER



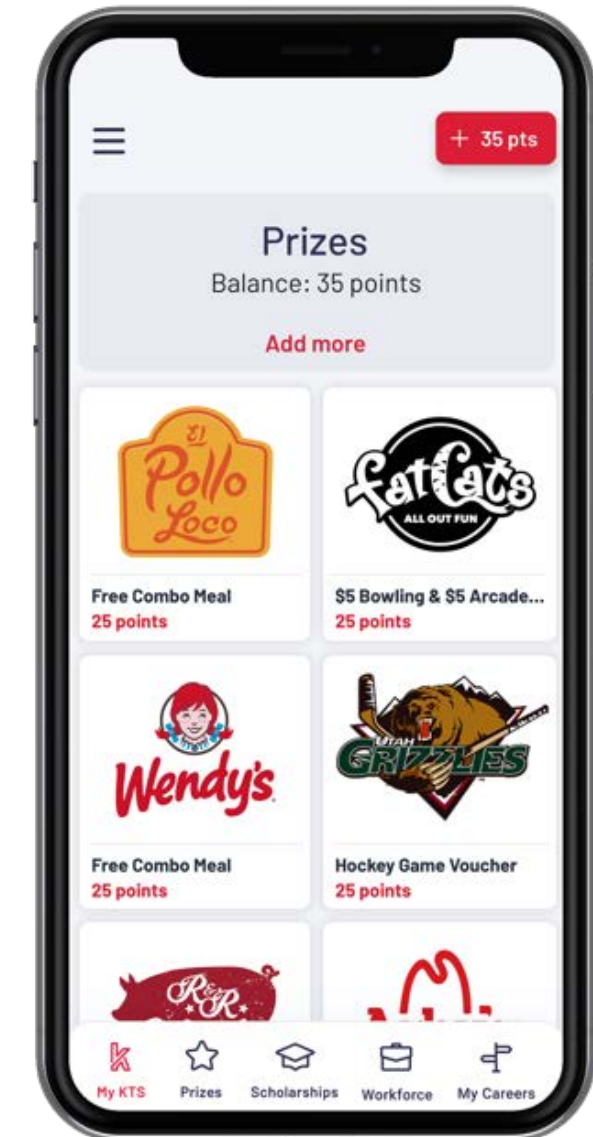
SCHOLARSHIP
DATABASE



PERSONALIZED
OPPORTUNITIES



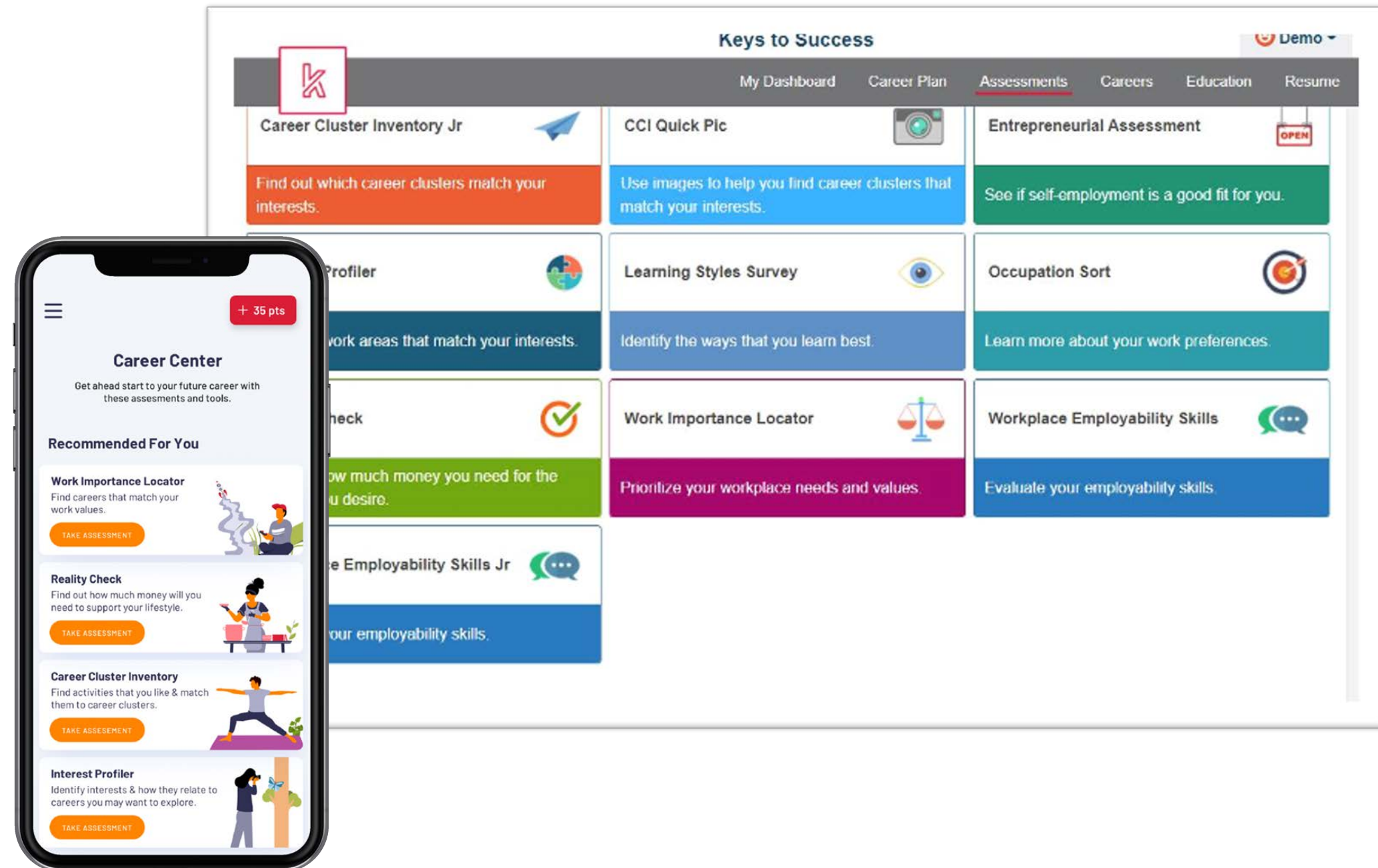
CTE PATHWAYS



REWARDS

CAREER CENTER

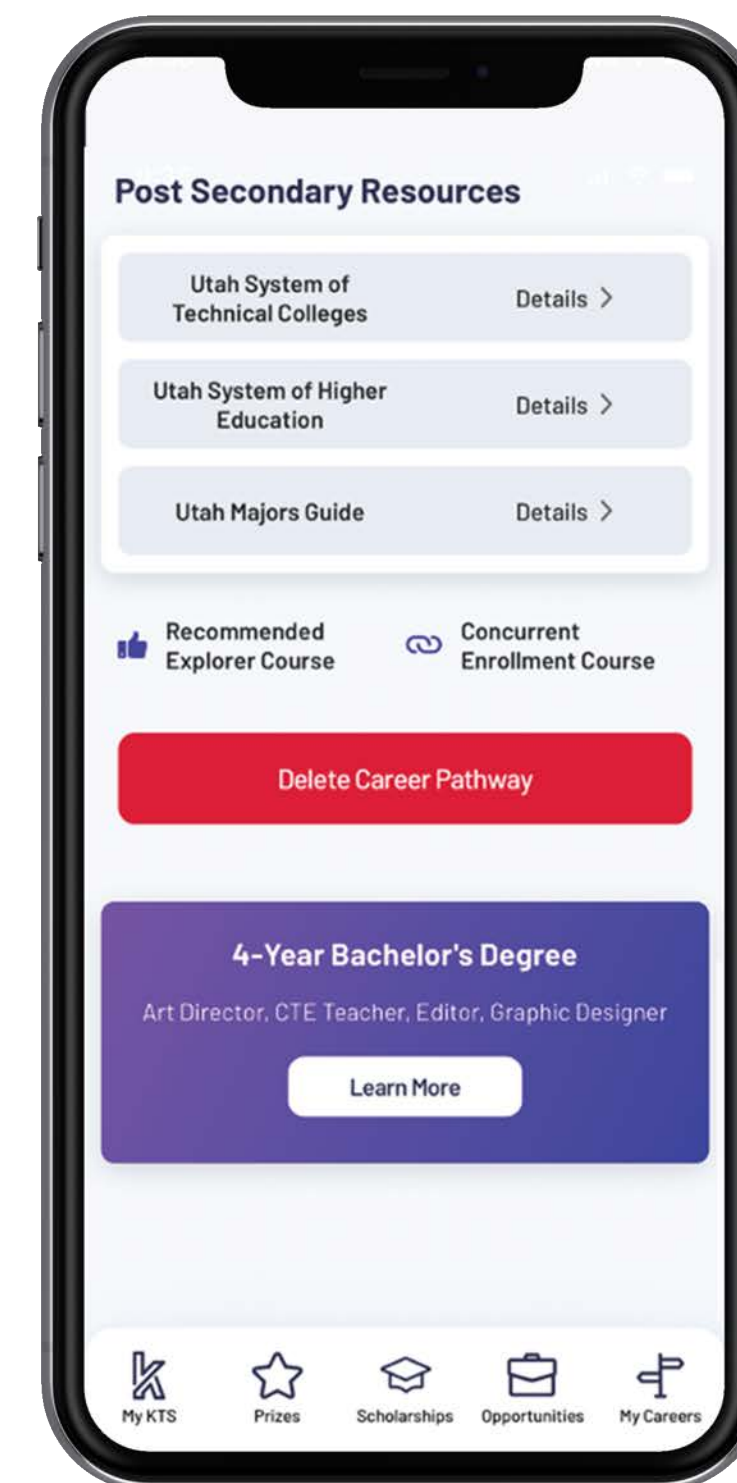
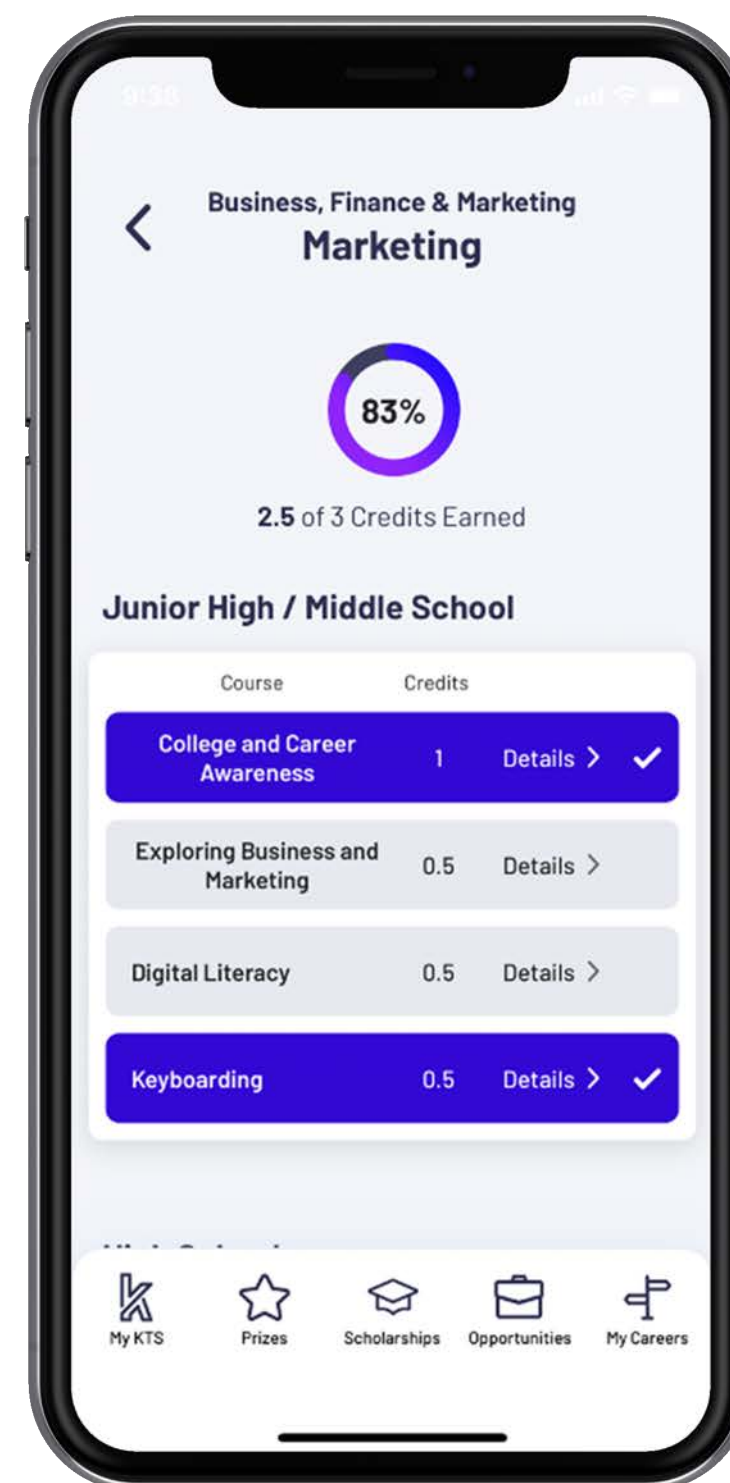
IntoCareers offers assessments such as **Reality Check**, Interest Profiler, Workplace Importance Locator, and more. This will not be a third-party site, but rather a resource housed directly in the app.



CTE PATHWAYS

Our in-app CTE Pathways Dashboard suggests pathways that are available at a student's school based off their career interests!

Graduate with a certification doing what you love!

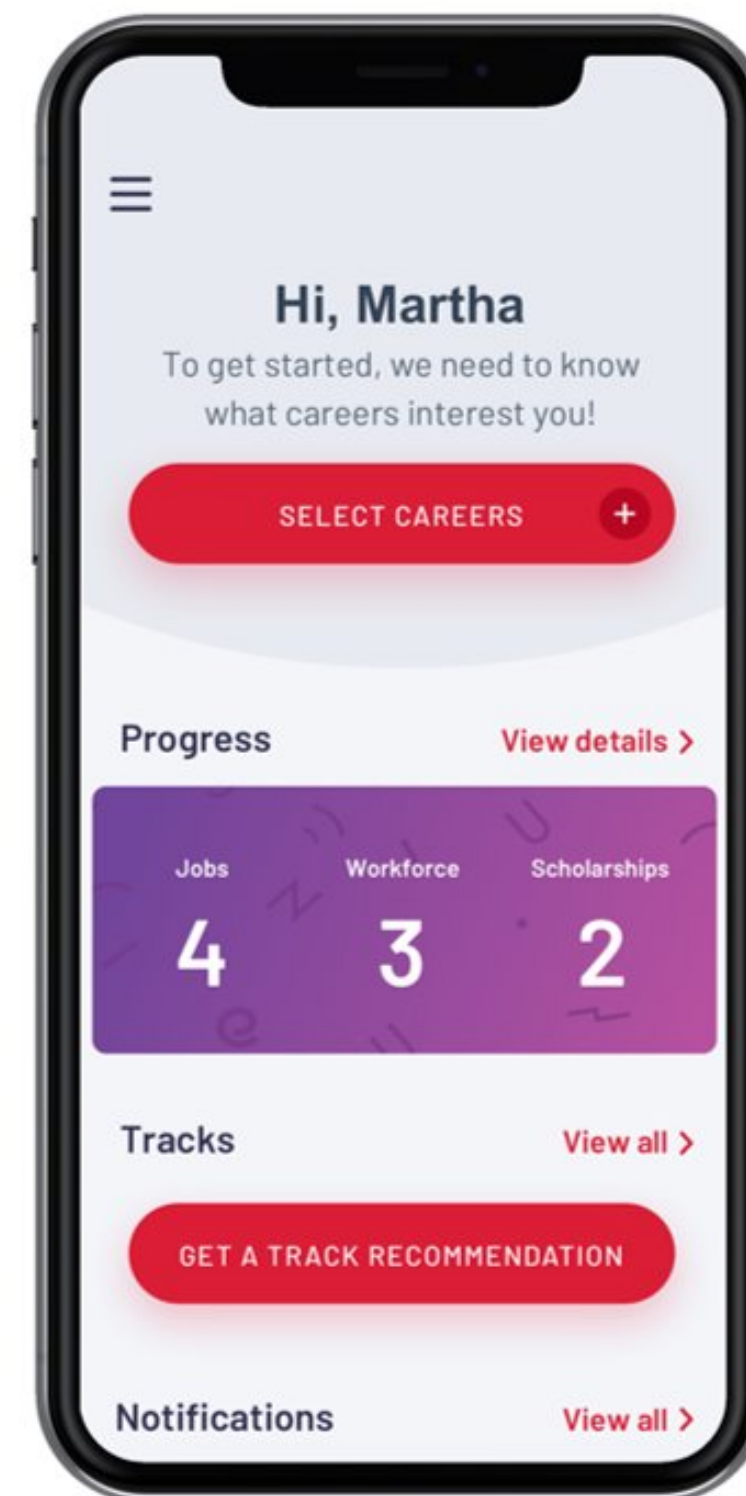
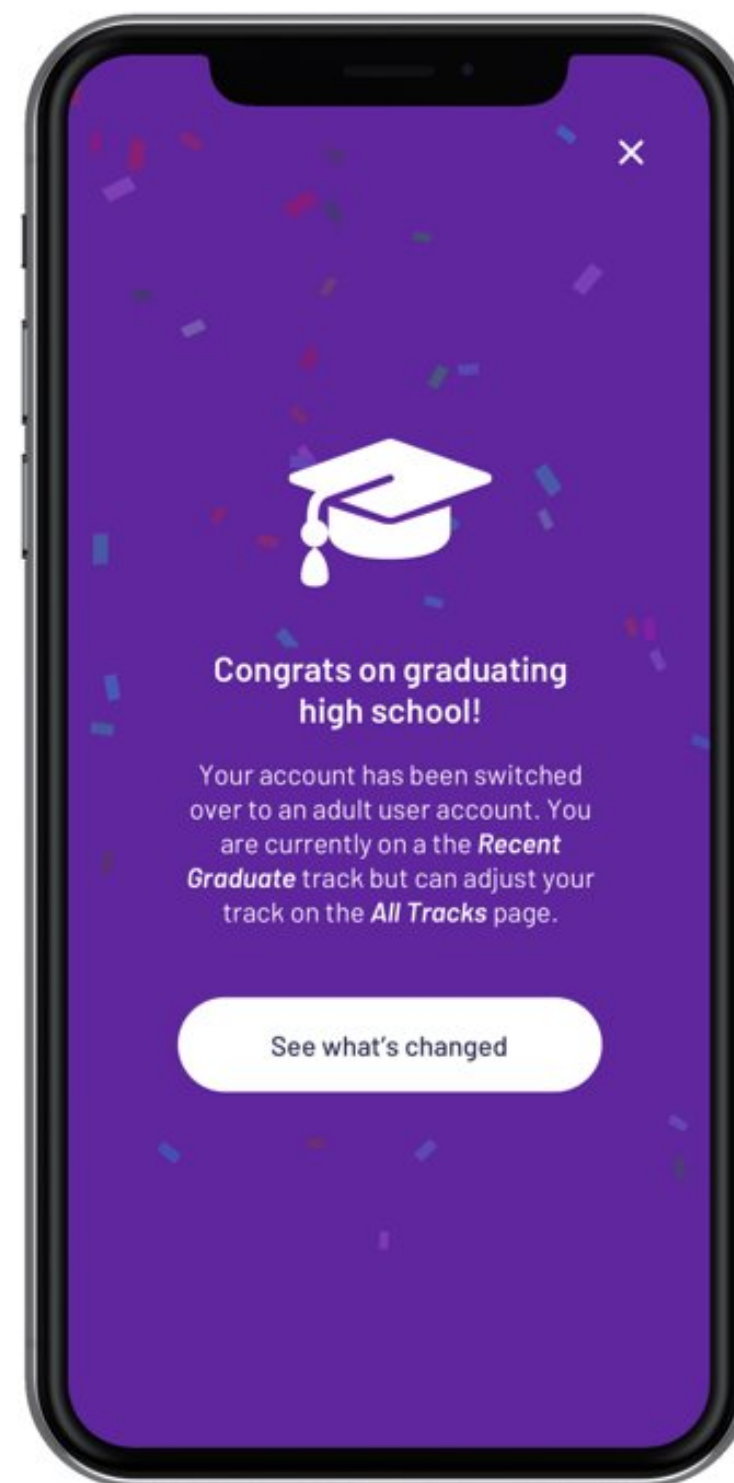


KEEP GOING!

After high school graduation, students can still utilize **Keys to Success** through the Adult Portal!

Student accounts are automatically rolled over to an adult account upon graduation.

You can access a **job board**, **internships**, **scholarships**, **assessments**, and more!

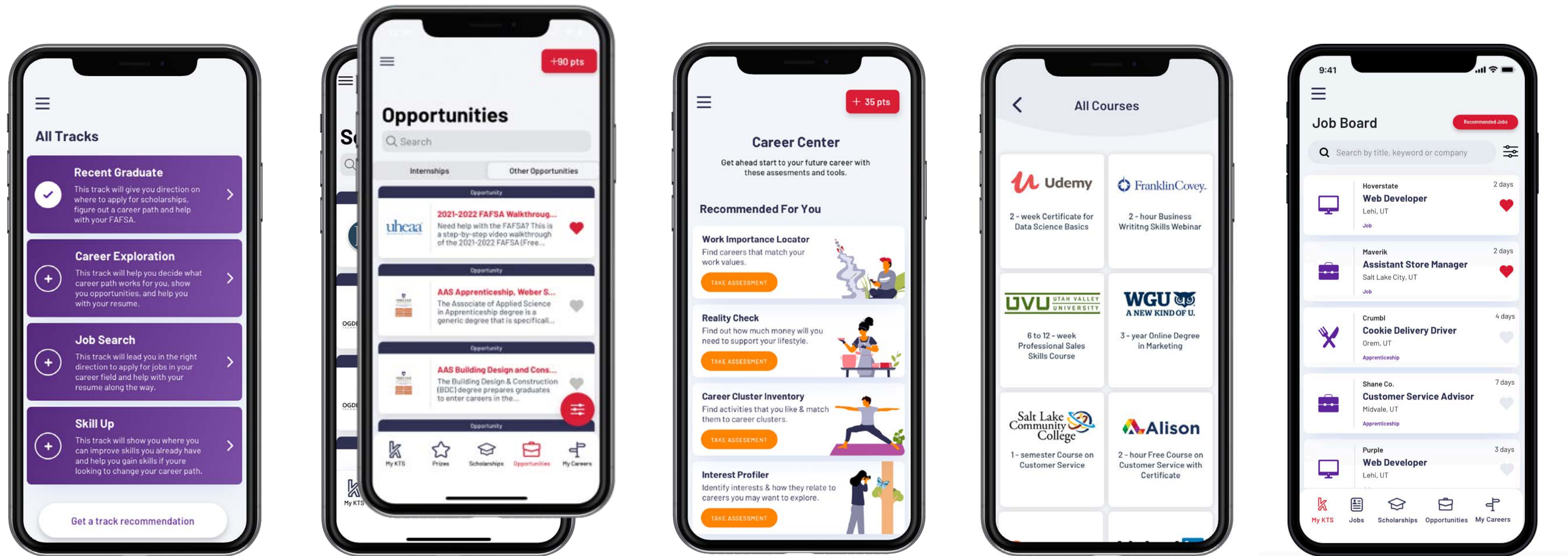




KEYS
TO
SUCCESS

ADULT USERS

KEY FEATURES



TRACK
SELECTION

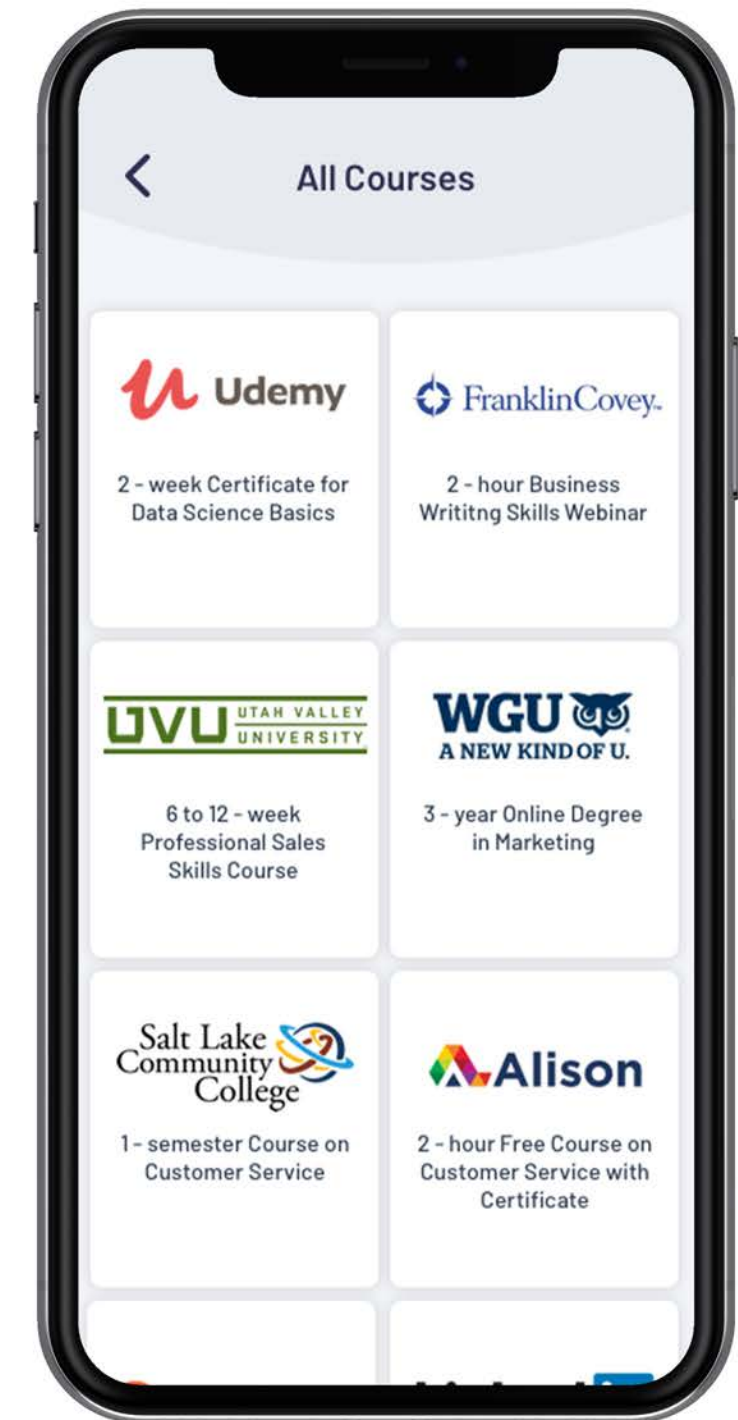
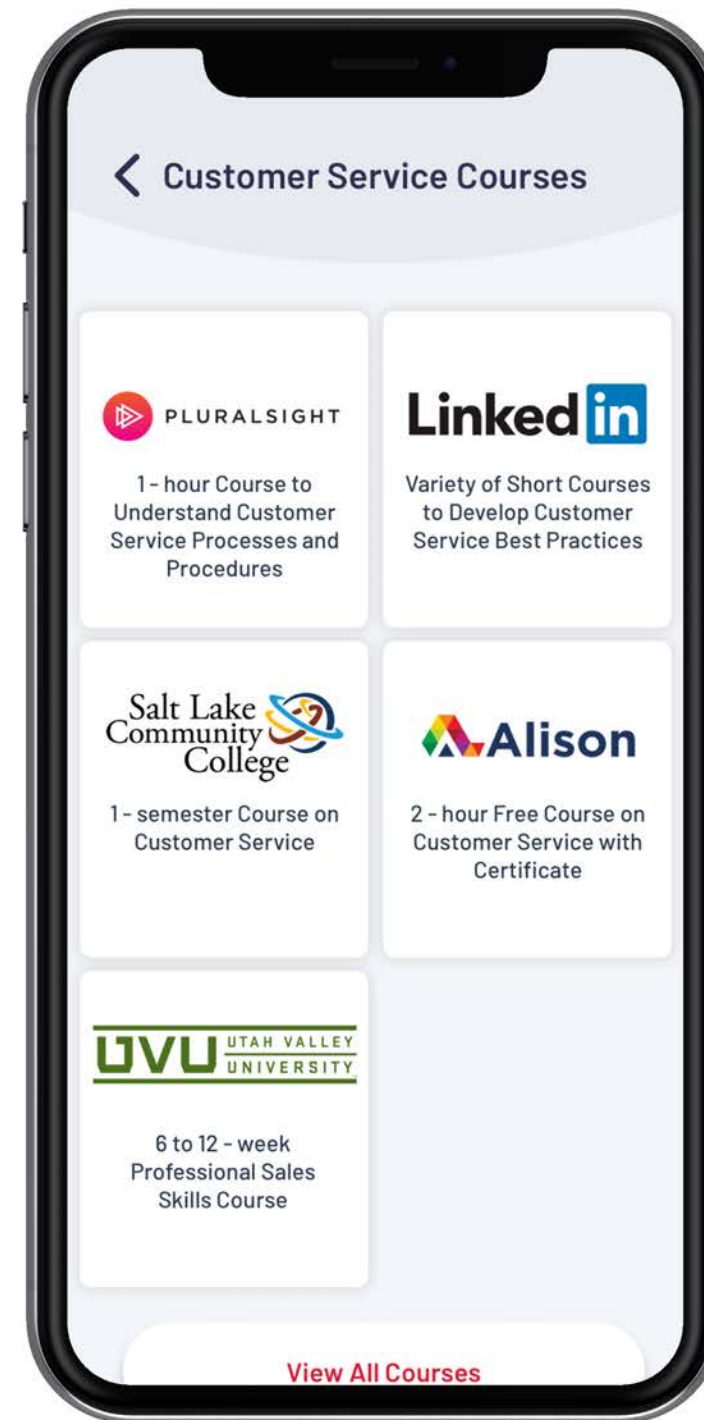
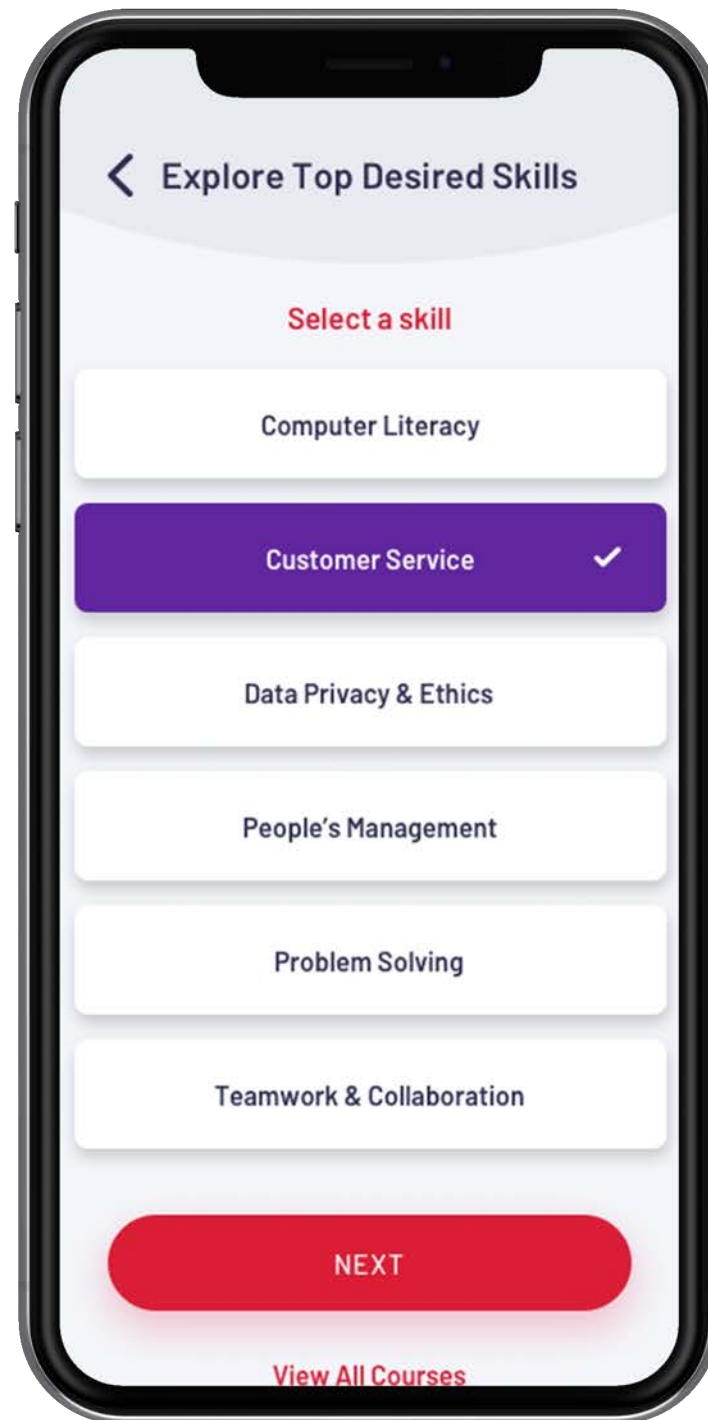
SCHOLARSHIP
&
OPPORTUNITY
DATABASE

CAREER CENTER

SKILLS
TRAINING

JOB BOARD

SKILLS TRAINING

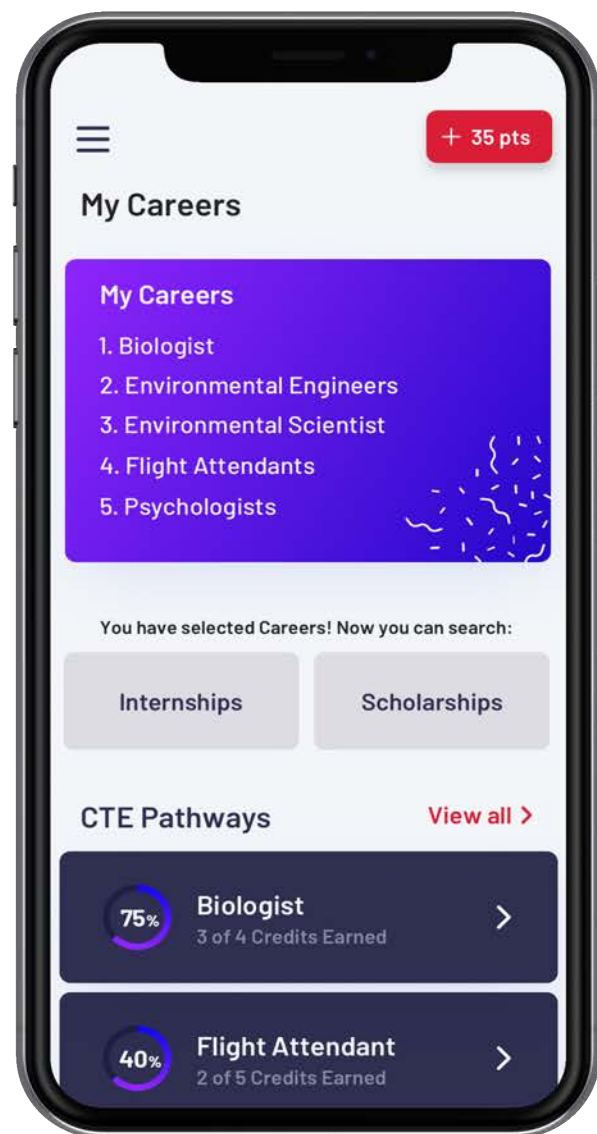




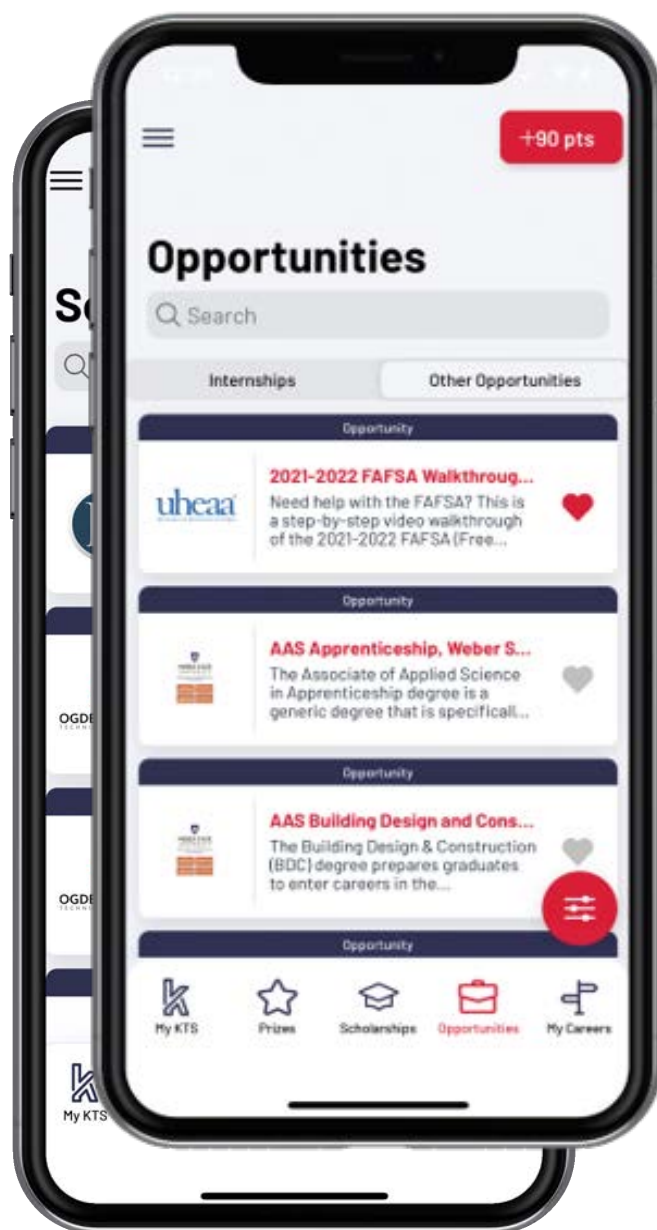
KEYS
TO
SUCCESS

ADMIN USERS

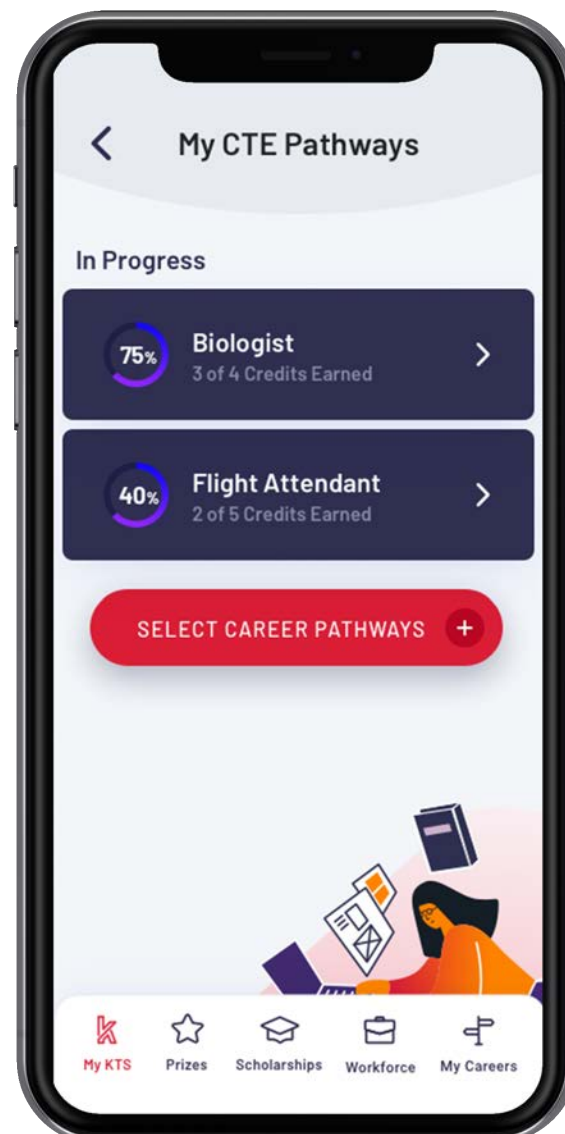
ADMIN KEY FEATURES



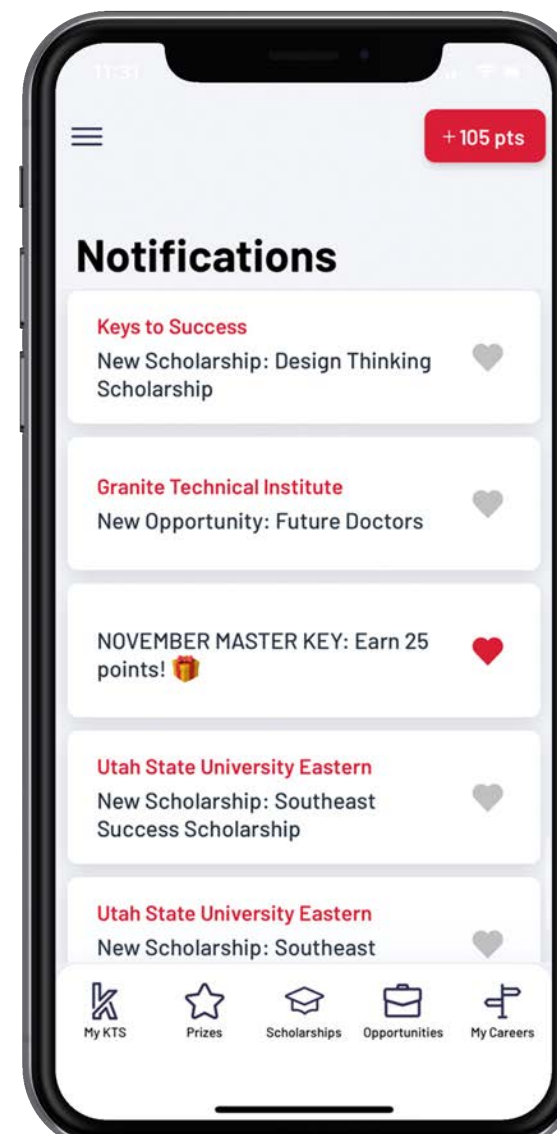
ACCESS STUDENT
INTERESTS &
ACTIVITY



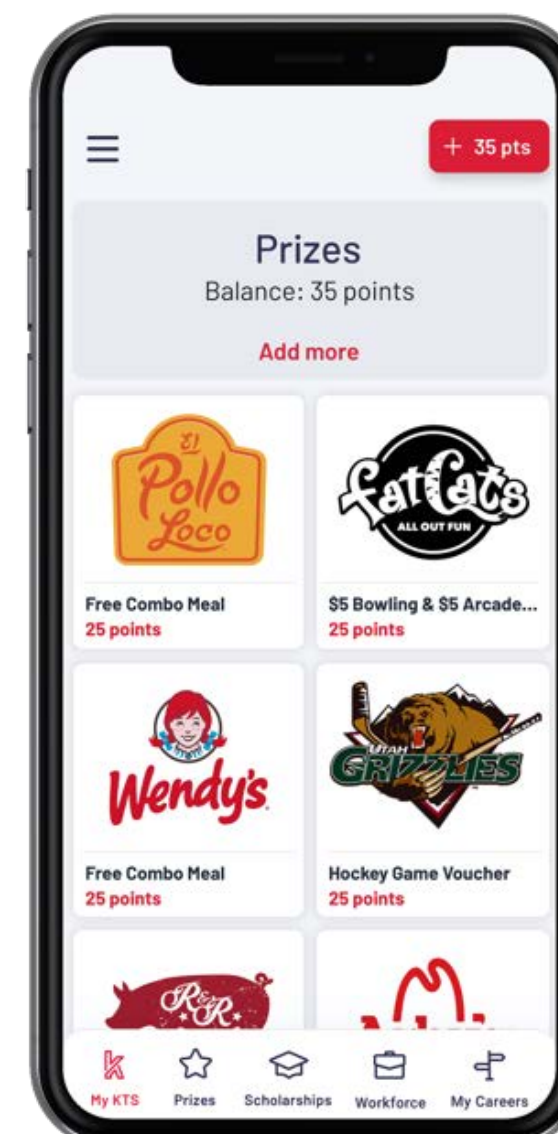
UPLOAD
SCHOLARSHIPS &
OPPORTUNITIES



CUSTOMIZE CTE
PATHWAYS



SEND
NOTIFICATIONS

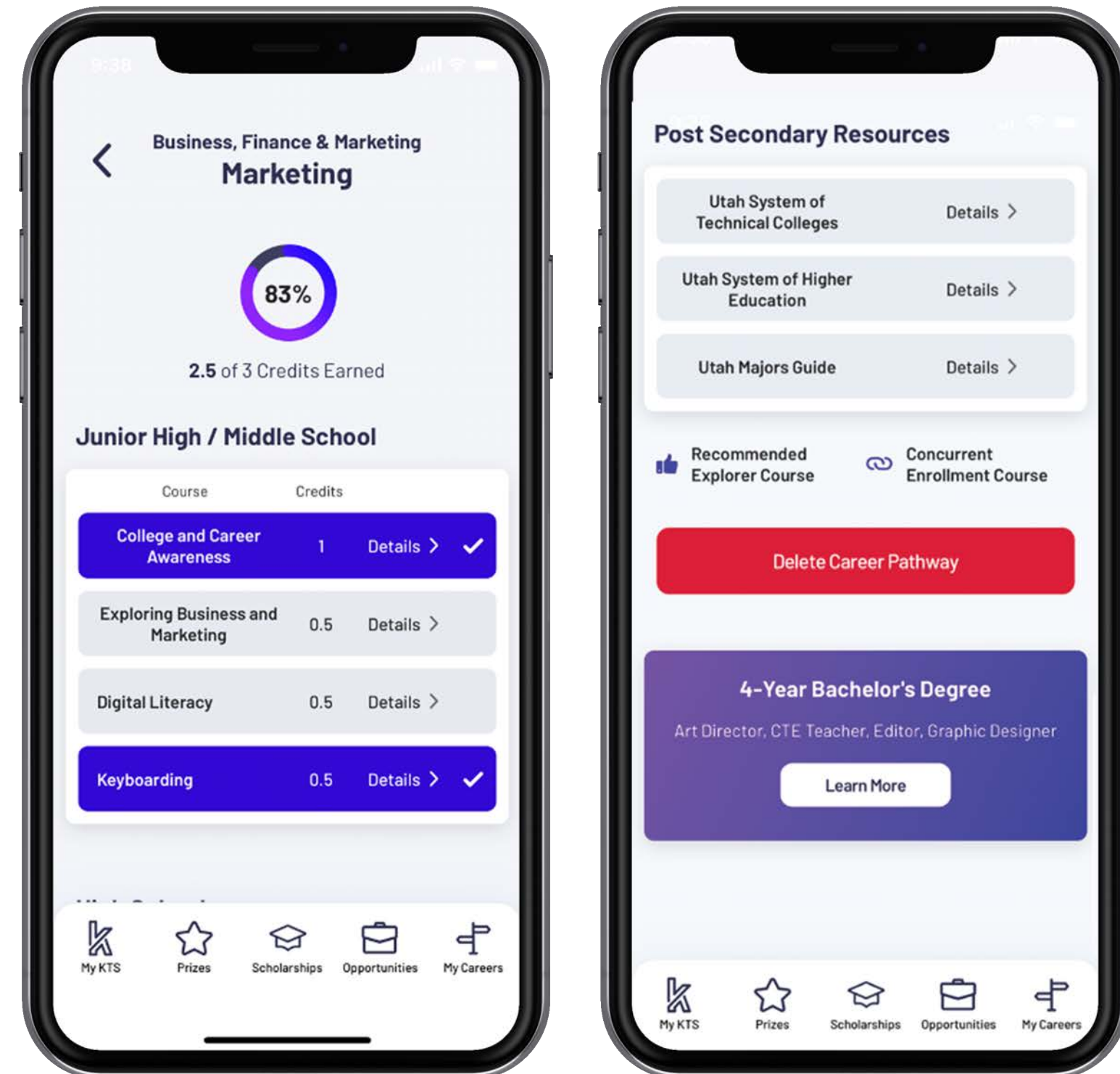


REWARD
STUDENTS

CUSTOMIZE CTE PATHWAYS

Counselors can **customize CTE Pathways** available to your school!

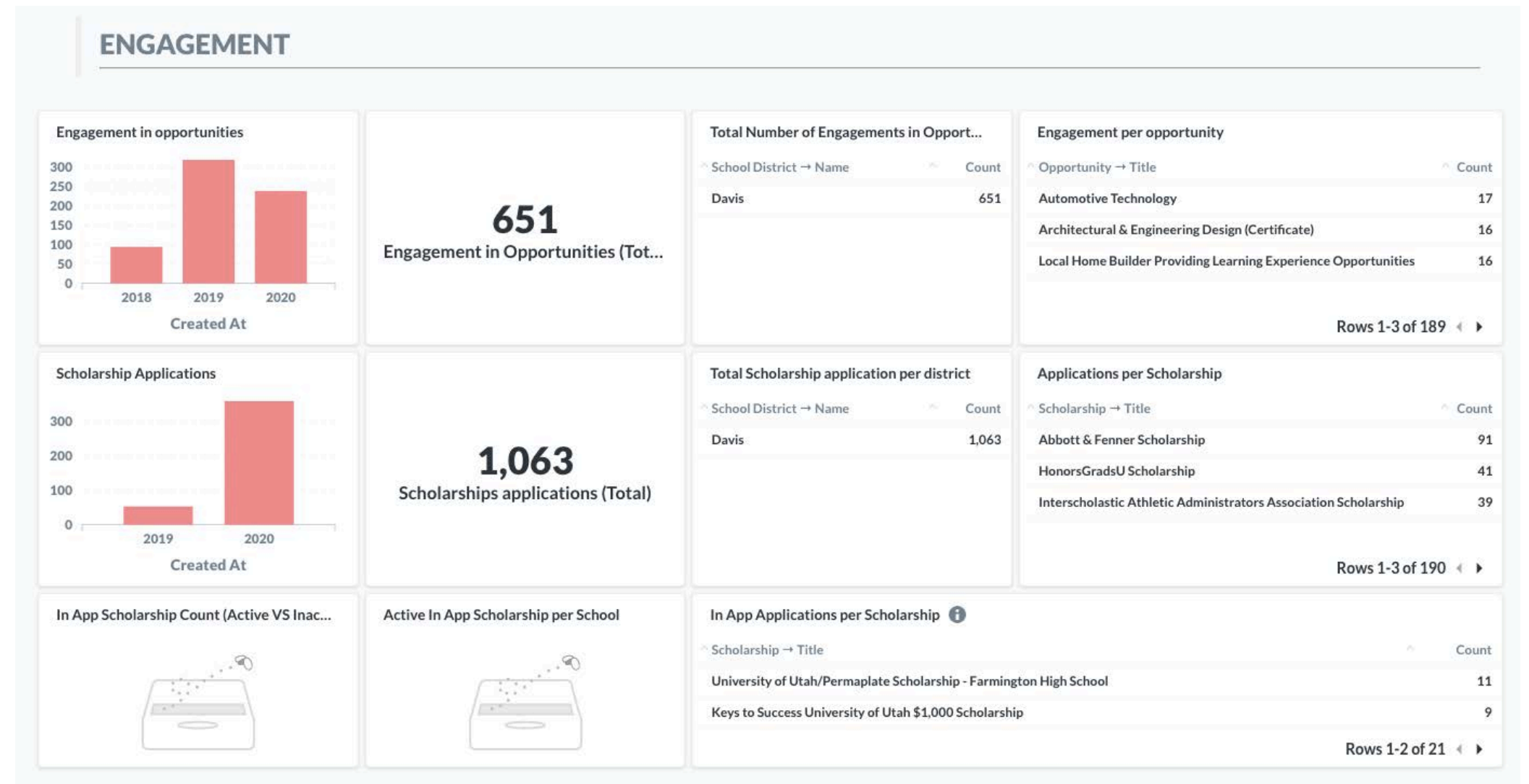
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TRACK TRENDS

METABASE

Metabase is a way to **view school specific data** regarding how many CTE pathways have been selected, the top 5 career choices students are picking, popular opportunities, and MUCH MORE!



HED ALIGNMENT

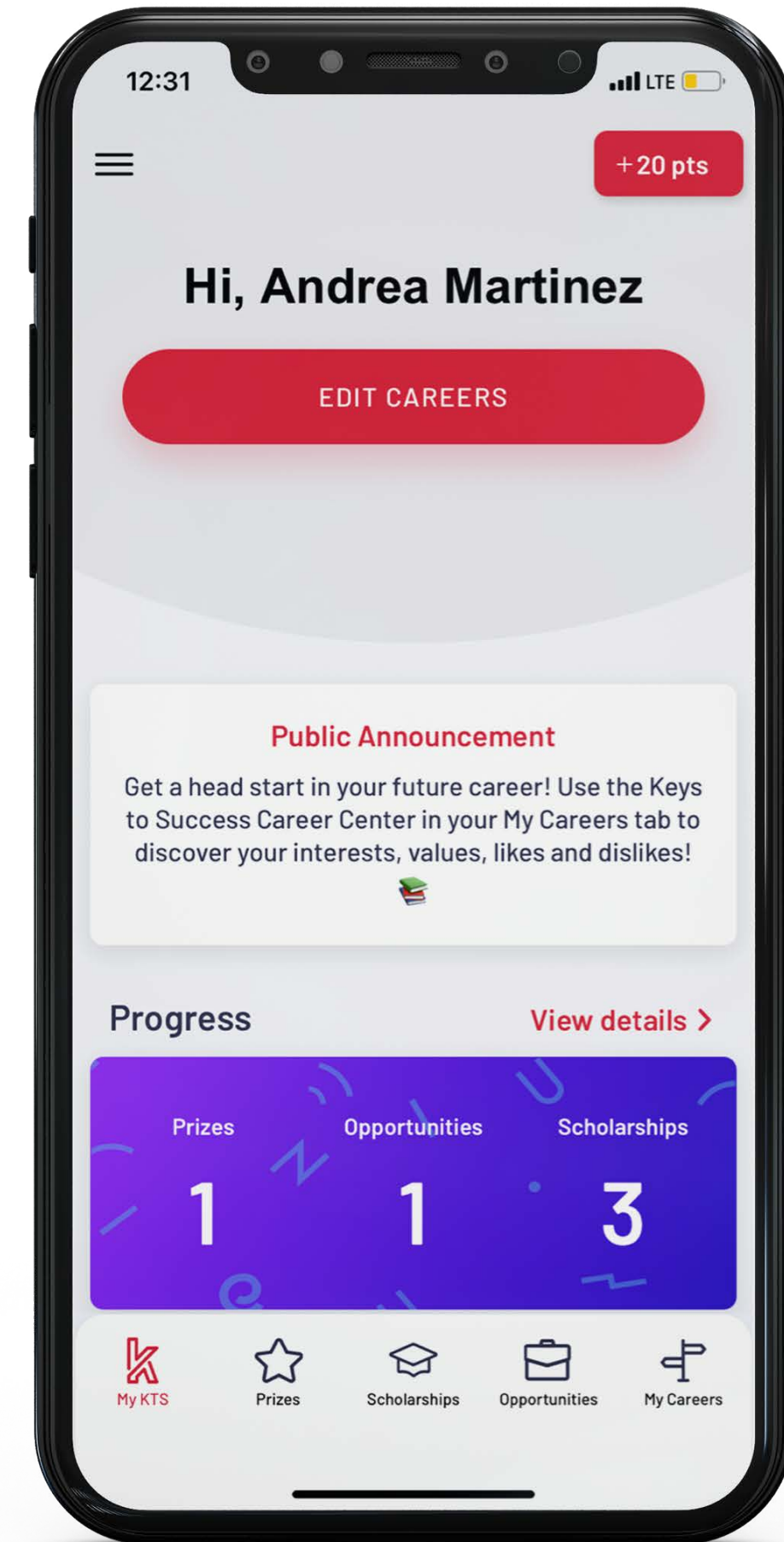
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DOWNLOAD THE APP TODAY!

<https://www.ktsutah.org/>



THANK YOU!

WWW.SIEUTAH.ORG